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Wagner gives Ford dealers a 'beat Chevy' pitch

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Wagner

Ford Division aims to recapture the car sales lead from Chevrolet by increasing 1991 Escort sales and getting dealers to exceed their monthly car quotas.

Ford will increase local advertising, and foresees a modest rebound in industry-wide car sales for the third quarter.

In a July 9 letter to dealers, Ford Division General Manager Thomas J. Wagner called Ford's 1990 car market share "disappointing." He told dealers to go after the local car business and to sell their monthly car sales objective as "an absolute minimum."

Ford Division sold 700,020 cars in the first half of calendar 1990, trailing Chevrolet's 744,655. A year ago, Ford outsold Chevy by 68,305 cars in the first half. Chevrolet last held the midyear car sales lead in 1987. Ford is still outselling Chevrolet in combined cars and light trucks.

"Car market share is what the pundits, the press and the analysts all talk about; it is the visible report card on our momentum in the market," Wagner said in the letter.

"We have had that momentum and good press over the past five years; we can have it again in 1990 — if we want it. But if we don't work together to get there, it will belong to someone else," he added.

Some Ford dealers said Wagner's expectations of Ford dealers were realistic. Others said Ford, like other manufacturers, wants to blame dealers for slow sales.

> "Car market share is what the pundits, the press and the analysts all talk about."
>
> THOMAS J. WAGNER
> Ford Division
> General Manager

"The factory's expectations are always high," said James Hoffer, general manager of Jordan Ford in Mishawaka, Ind., the top-volume Ford dealership in the United States. "When market share is down, right away the factory comes after the dealer body and comes out with grandiose marketing plans to regain sales."

see WAGNER, page 46

Ford picks Hungary as site for parts plant

By Richard W. Bruner
STAFF CORRESPONDENT

BUDAPEST, Hungary — Ford of Europe is expected to announce today plans to build a $60 million - $70 million parts plant in western Hungary.

A news conference is scheduled for 4 p.m. in Budapest (10 a.m. EDT).

The venture would mark Ford Motor Co.'s first modern foray into Eastern Europe. Although the project is small compared with other makers' recent deals in the East Bloc, it squares with Ford's stated intent to concentrate initially on relatively modest component joint ventures in Eastern Europe before actively pursuing vehicle assembly agreements.

According to Hungarian government spokesmen, Ford will build ignition system coils and electronic fuel pumps for export at a plant in Szekesfehervar.

As part of the deal, Ford vehicles will be shipped to Hungary and sold there in a type of barter arrangement to compensate for the exported parts, spokesmen said.

Car imports will start this year, but production at the plant will not begin before 1993, according to the government. The barter balance will not be achieved before 1996.

The spokesmen said Ford will be exempt from taxes for 10 years and would invest all profits back into

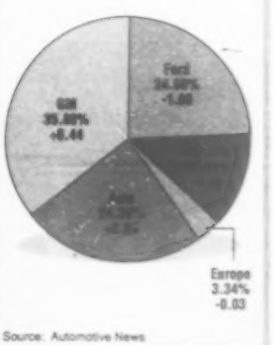
see HUNGARY, page 46

GM, Japanese gain

Ford, Chrysler lose share in first half

Car & light truck market

Sections show market share for first half of 1990 and change in percentage points from first half of 1989.



Source: Automotive News

AUTOMOTIVE NEWS / CHARLOTTE WINTER

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

The introduction of new products is paying off for General Motors as the No. 1 domestic automaker continues to pick up market share at the expense of Ford Motor Co. and Chrysler Corp.

For the first six months of 1990, GM's share of the U.S. car and light-truck market rose 0.44 of a percentage point to 35.89 percent.

Ford Motor Co. lost nearly a point and fell to 24.06 percent; Chrysler Corp. tumbled 1.65 points to a 12.42 percent share.

The Asian automakers — led by Toyota, Honda and Mitsubishi — continued their assault, picking up 2.24 points and garnering a combined 24.30 percent share.

But, overall, sales were down.

Through June, 7,263,702 cars and trucks were sold in the United States, down 3.63 percent from 7,537,179 in the same period last year. Most of the decline was in car

see FIRST HALF, page 21

SMITH'S LEGACY

AUTOMOTIVE NEWS/JOE WILSEMS

> "I'd rather have lost market share than be running in the red. We know how to get market share. But we want to raise our market share profitably."
>
> ROGER B. SMITH

Retiring chairman transformed GM, bought EDS and Hughes, closed plants, lost market share

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors Chairman Roger B. Smith beamed like a proud father showing off his first-born son as he wheeled the white pickup truck through the opening in the drapes.

Hundreds of GM hourly workers waited on the other side of the curtains. On that July day in 1987, they were there to celebrate the first salable vehicle built at GM's brand new assembly plant in Fort Wayne, Ind.

But when Smith jumped out of the driver's seat, the crowd booed.

And the workers continued to jeer Smith as he took the microphone for the ceremony dedicating the $500 million plant. This, after all, was the man the workers held responsible for closing a dozen GM assembly plants, and even more parts plants, forcing more than 30,000 of their brothers and sisters out of jobs.

Undaunted, Smith marched through the plant, shaking hands and chatting with workers on the line as if he hadn't heard a word.

Smith marched through the most tumultuous decade in GM's history with the same assurance he displayed at the Fort Wayne plant.

Automotive historians undoubtedly will depict Smith, who retires July 31, as the chairman who — for better or worse — changed the face of the world's largest manufacturing corporation more than any chairman since Alfred P. Sloan Jr. Sloan chaired GM from 1937 to 1956.

Sloan defined the General Motors that nurtured, developed and shaped Smith. Roger B. Smith is a product of Sloan's GM — a GM that Smith decided needed redefinition and evolution when he became chairman Jan. 1, 1981.

Redefining GM for the next century became his goal.

Ask Smith how he would like the history books to treat him and he'll tell you he doesn't care.

"I don't even care if they spell my name right," says Smith in an interview. "I don't expect them to build a big stone monument to me. That's not my goal in life."

see LEGACY, page 42

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Minority suppliers complain GM not living up to goal

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Minority auto suppliers say the $1.15 billion that General Motors spent with them last year is barely half what it should be.

They stated their concern in a letter last week to Chairman-elect Robert Stempel.

GM spokeswoman Karen Longridge acknowledged receipt of the July 9 letter and said GM officials are likely to meet with the suppliers, although no date has been set.

"We understand that minority and non-minority firms are facing competitive times," Longridge said. "We're proud of our minority supplier development program."

The letter, written by Detroit attorney Sharon McPhail for the National Association for the Advancement of Colored People, says the NAACP believes that GM has not lived up to the Statement of Fair Principles it signed in January 1989.

All three domestic auto companies have signed fair share agreements to provide equal economic opportunities for minorities.

The GM agreement took four years to negotiate. Longridge said that GM committed itself to increase business with minorities, but that no specific numbers were pledged. She said the company spent $50 million more in 1989 than 1988 with suppliers.

"We committed to increase dollar purchases, and we are doing that," she said.

McPhail contends GM set a goal to spend $2 billion with minority suppliers by 1990.

"The intent was that business would move much further," McPhail said. "That has not happened; they're spending $1 billion less than estimated."

She cited examples:

- Contracts to O.J. Transport Co., a truck hauling firm in Detroit, have dipped to $300,000 from $3.5 million in the mid-1980s;
- Trumark Inc., a Lansing, Mich.-based metal stamper, did $5.5 million with GM last year, down from $16.8 million in 1985, the year it was bought from white owners.

Michael Guthrie, executive vice president and co-owner of Trumark, said that in the first year he and his brother bought the company, it lost the contract for manufacturing a control arm for GM. That contract accounted for 40 percent of Trumark's volume and 90 percent of its profits.

He said the GM buyer took the contract to a white-owned firm.

"This is one of the things that scares buyers — the reliability of a (supplier) company," Guthrie said. "The last thing they want is insecurity; they want to know that a business can come through."

Toyota unveils new Camry models

Toyota Motor Corp. has introduced new Camry and Vista models in Japan. Two versions were shown: four-door sedan, left, powered by a 2.0-liter twin-cam 16-valve; and the V-6 powered Camry Prominent G with 4-wheel steering. The new style emphasizes a low nose, high-deck silhouette, flush surfaces and consolidated side molding. All models use three-point seat belts front and rear; anti-lock brakes and air bags are options. A new U.S. Camry is expected in the 1992 model year.

Ford pays rebate on 1991 Escort

By Arlena Sawyers and Laura Clark
AUTOMOTIVE NEWS STAFF REPORTERS

Ford Motor Co. last week extended its buyer incentive program and reversed its no-rebates launch strategy for the 1991 Escort and Tracer by placing dealer cash incentives of up to $500 on the cars.

The company is also paying dealers up to $2,500 on sales of Lincoln Town Car and up to $2,000 on Continental and Mark VII.

Volvo Cars of North America, which normally shies away from incentive programs, recently enacted factory-to-dealer incentives.

Meanwhile, Chevrolet and Hyundai extended and/or revised buyer and dealer incentive programs.

Ford cited a "slower than expected launch" and "out-of-balance production" skewed to 1991 Escort base and LX models and a shortage of wagons, four-doors and GT models. Ford spokesman Jay Meisenhelder said output of Escort GT models was restricted early in the production cycle because of a component shortage.

Ford is offering dealer rebates on both 1990 and 1991 Escorts from July 10 to Aug. 8. If the dealer sells one 1990 or 1991 Escort, he receives $200 for that car. If he sells two or three Escorts, he receives $300 per car. If he sells four or five, he receives $400 per car. If he sells six or more Escorts, he receives $500 per car. The Tracer rebate and time period are the same.

The payments are not retroactive to the sale of the first car.

Ford dealerships in Puerto Rico or the U.S. Virgin Islands receive $400 per 1990 or 1991 Escort — with no sales qualifiers — on each sale to a resident or enterprise within the 50 states.

Small dealers — or those who sell 300 or fewer units annually — receive $350 for every 1990 and

see INCENTIVES, page 45

Toyota interested in more European ventures

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

> "We are quite satisfied with the joint venture with Volkswagen. We have a chance to talk with them and we are seeking another collaboration with Volkswagen if possible."
>
> **Hidenori Tsutsui**
> Toyota European general manager

BRUSSELS, Belgium — Toyota Motor Corp. would like to expand its current collaboration with Volkswagen AG and is also interested in cooperating with other car manufacturers in Europe.

In an interview, Hidenori Tsutsui, general manager of Toyota's European office, said the company is also interested in setting up a second assembly plant in Europe if uncertainties about Japanese import policy are settled.

Toyota is building its first European assembly plant in Burnaston, Wales. Production of a Carina II-class mid-range car will begin in late 1992, with output due to rise to 200,000 per year by the mid-1990s.

Early last year, Toyota began joint production of pickup trucks with Volkswagen at VW's plant in Hannover, West Germany. Each company markets units under its own badge. Sales have been disappointing, but Tsutsui said the partnership is working well.

"We are quite satisfied with the joint venture with Volkswagen," he said. "We have a chance to talk with them and we are seeking another collaboration with Volkswagen if possible. And not only Volkswagen, we are looking for any possibility — even with Renault, Peugeot, Fiat."

Tsutsui declined to specify possible areas of cooperation with European carmakers.

Volkswagen officials have regularly dismissed talk of extending the company's relationship with Toyota. Generally, European carmakers have demonstrated a reluctance to forge deep ties with the Japanese, although there are some small-scale exceptions. But Tsutsui said there are signs the European attitude is changing.

"It depends on the content of the talks," he said. As for past reluctance, he observed: "Maybe if they work together with us, they have no excuse to be against us."

Toyota is interested in a second European plant if the European Community's Japanese import policy is ironed out.

The European Commission has long debated how to control imports after the 1993 European market unification does away with existing national limits. But word out of Brussels recently is that EC officials now favor transitional restraints that would count transplant production toward the import ceiling.

"It depends on the agreement between the EC and Japan," said Tsutsui. "If transplants are counted as imports, we have no chance to set up a second plant besides the U.K.

"We can't say we don't want a second plant," he added. "If the situation would allow us, then we want to establish the second plant."

Toyota officials recently made a preliminary visit to the Bratislava commercial vehicle and Skoda auto factories in Czechoslovakia at the invitation of the Czech government. Tsutsui said the Japanese do not yet have close relationships with Eastern European countries.

He was cool toward Spain.

"Today, we can see the inflation in Spain and also the wages of employees are getting higher and higher, so in that sense we cannot see a big advantage in Spain," he said.

Toyota ranks just behind Nissan among Japanese makers in Europe with sales of about 350,000 units and just under 3 percent of the market. The company is currently launching its Lexus LS400 model in European market, though in limited numbers. Lexus sales started in March in Switzerland. The United Kingdom, Belgium and some Scandinavian markets have since been added. Sales in Germany are due to start in September.

Tsutsui said he expects volume of no more than 2,000 Lexus units in Europe next year.

Renault makes $99 million offer for full ownership of Mack

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Renault S.A. last week started a $99 million tender offer for the 16.5 million shares of Mack Trucks Inc. stock that Renault does not already own.

The $6-a-share offer, which expires Aug. 8, is conditioned on enough shares being tendered to give Renault 90 percent of Mack and on Mack's lenders agreeing to relax the terms of their loans to the truckmaker. Mack stock was trading at $7.00last Thursday.

Renault now owns 44.5 percent of Mack.

But three Mack shareholders have filed a lawsuit alleging that the proposed buyout is unfair. The lawsuit, filed in federal court in Philadelphia, charges the offer is too low and that the two companies conspired to manipulate the price of the stock.

The lawsuit claims that the simultaneous announcement of Mack's poor financial outlook and the Renault offer was part of a plan to place an artificially low price ceiling on Mack's shares and make it easier for Renault to take the firm private.

Mack announced that it expects a net loss of $130 million for 1990 and doesn't expect to be profitable before 1992. Renault said it was making the offer because of Mack's worsening financial condition and a need to restructure the company's debt.

The suit, which asks the court to order Renault to divest itself of any benefits it may obtain from the alleged scheme, was filed by shareholder Barbara Zarowitz and two companies, Lepow Equities and Peter Stuyvesant Ltd.

Based in Allentown, Pa., Mack has about 7,000 workers, according to Kim Blake, president of UAW Local 677.

Blake said a "successor clause" in the union's contract requires future owners to honor the existing wage pact. He said the contract runs through October 1992.

But Blake said that if Renault succeeds in its takeover bid, there is no guarantee that the French automaker "will not violate the UAW agreement. If that happens, the union will file a grievance or go to court."

Corrections

A chart in the July 9 issue mistakenly identified Ford of Europe's partner in a plant expansion under consideration in Saarlouis, West Germany. The partner is Mazda.

The 1990 Market Data Book options table should say that 100 percent, not 0 percent, of Toyota's imported engines are in the multivalve category.

Dealers looking for good news

NADA officer says negative stories may repel automotive ads

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Newspapers and other media may lose car advertising revenues if they continue running stories that dealers perceive as biased against the auto industry.

That's the warning Frank Anderson, first vice president of the National Automobile Dealers Association, issued to a gathering of the National Association of Classified Advertising Managers.

The NADA reported that the average new car dealership spent $154,000 in local dealership association and independent dealer advertising in 1989, down from $162,500 in 1988.

The advertising expense per vehicle remained at $261 for two years running because "there was the same decline in advertising as in new unit sales," said Tom Webb, chief economist at NADA. Last week, Anderson reiterated his criticism of some car ad sections.

While not citing specific instances, Anderson targeted newspaper "advertorial" sections that he said often carry "negative news stories" about the industry on the front page and auto ads inside.

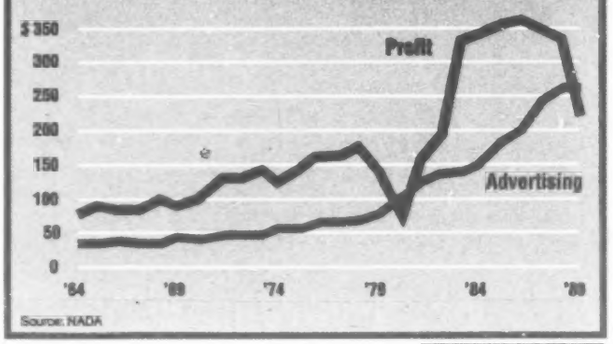
He said dealers are not trying to control the media, but he believes the stories are often "inappropriately placed" and biased. He said such stories hurt sales and give dealers little reason to advertise.

"Say on the front page is a story about a car maker recalling 2 mil-

see DEALER ADS, page 44

Advertising vs. profit

Chart compares profit per new unit sold with advertising per unit.



Source: NADA

AUTOMOTIVE NEWS / CHARLOTTE WRITER

Nissan asks its suppliers to lighten up — seriously

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Like a chief executive asking department heads to slash costs 10 percent across the board, Nissan Motor Co. is asking its suppliers to cut the weight of their automotive parts by 15 percent to increase fuel economy.

So far, suppliers representing a tenth of the parts in a car have heard the appeal. Some U.S. suppliers were among the 200 who have been contacted, but Nissan would not identify them.

Nissan officials say they are responding to U.S. legislation introduced last year by Sen. Richard Bryan, D-Nev., calling for an across-the-board 20 percent increase in fuel economy by each manufacturer. Nissan hopes to approach that goal, but company officials do not think weight reduction can meet the bill's requirements.

Earlier this year, Nissan executives said a dramatic increase in fuel economy was virtually impossible without a major technological breakthrough because they have already used every method now available to improve mileage.

Nissan calls the move to reduce weight a "high goal." In general, a 1 percent reduction in weight is expected to produce a 1 percent increase in fuel economy.

So far, Nissan has made its weight reduction appeal to 200 selected suppliers who make 1,000 of the 10,000-plus parts that go into a car.

Among the suppliers contacted are component makers and suppliers of steel, aluminum and plastic.

Nissan hopes to see results within five years.

Fast-talking salesman

In the latest installment of the "Advantage: Chrysler" campaign, perennial pitchman Lee Iacocca tools around in a new Lamborghini Diablo, touting the No. 3 automaker's current and future performance models including the Dodge Stealth and Viper. Story on Page 44.

TAX PROBE: *IRS claims foreign makers duck taxes by inflating prices to U.S. subsidiaries*

By Diana T. Kuryiko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — A nine-month Congressional investigation has revealed allegations that some foreign automakers have been overcharging their U.S. distributors and taking other steps to avoid paying U.S. taxes.

Eighteen automobile and motorcycle distributors and importers are among the 36 American subsidiaries of Japanese, West German, British and Canadian companies suspected of "substantially understating their U.S. income-tax liability," said Fred T. Goldberg Jr., commissioner of the Internal Revenue Service, in a House hearing last week.

The names of the U.S. subsidiaries were disclosed only in a closed session before the Ways and Means subcommittee on oversight. They were not released publicly.

But in a separate hearing, House Majority Leader Richard A. Gephardt, D-Mo., said that in 1986, foreign-controlled auto operations in the United States had income of $7.7 billion but paid only $12 million in federal taxes.

Rep. David E. Bonior, D-Mich., joined Gephardt in urging Congress to crack down on the foreign companies before raising taxes to balance the federal budget.

"We should be telling Japan, if you sell your cars in the U.S., you're going to pay the same taxes we pay in this country," he said.

The IRS' Goldberg estimated the 36 companies had 1986 U.S. sales of $35 billion and may owe billions in unpaid taxes for 1987, the last year for which figures are available. The IRS estimates the auto subsidiaries alone owe $2.5 billion in back taxes.

Importers contacted by *Automotive News* denied any impropriety.

"They're looking for sources of revenue; what better place to get it than from foreign companies that are not voters," said James Olson, vice president for external affairs for Toyota Motors Sales U.S.A. Inc. "We had paid a lot of taxes."

Frederick Hanau, a senior vice president at BMW of North America Inc. and chairman of the Association of International Automobile Manufacturers, said, "No one knows what we are accused of, collectively or individually."

Hanau said that although no specific auto companies have been accused, the investigation has cast a shadow on the entire import industry and made it difficult for the association to defend its members.

Committee Chairman J.J. Pickle, D-Texas, charged that the companies under investigation "have failed to pay taxes despite the fact they have profited from selling billions of dollars of cars, motorcycles, stereos, televisions, VCRs, microwave (ovens) and other products to the American consumer."

Pickle, who reviewed some of the tax returns, said some companies that initially paid U.S. corporate income taxes later incurred "substantial losses" through illegal "pricing schemes" that allowed them to reduce current taxes and recoup previously paid taxes.

Of the 18 auto and motorcycle companies, 16 paid some federal income taxes. But four of those used carryback credits to erase

see TAXES, page 44

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Replacements for Mitsubishi Van/Wagon, Colt Vista due in '91

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Mitsubishi Motor Sales of America Inc. will retire its boxy, slow-selling Van/Wagon and replace it next year with a wagon/minivan hybrid.

The Mitsubishi Expo will join the growing people-mover segment as a 1992 model. It will be available early next summer in two sizes — the Expo and a smaller sibling, the Expo LRV.

The 2.4-liter, two-valve Expo will have front bucket seats and two bench seats, seating up to seven. It will sell in the $11,000 to $13,000 range.

The 1.8-liter, four-valve Expo LRV will replace the Mitsubishi-badged Chariot in Japan. That vehicle is sold in the United States as the Colt Vista by Dodge and Plymouth, but not by Mitsubishi.

Mitsubishi sold less than 4,000 of its boxy Van/Wagon minivan last year.

portunity to sell the Expo LRV as well, said Richard Recchia, executive vice president of Mitsubishi Motor Sales.

The LRV will seat five adults in two buckets and one bench and will retail for about $10,000.

Mitsubishi will bring the Expo to U.S.A. drops its van/wagon hybrid, the Axxess, after the 1990 model year. Nissan cited the ill-defined nature of that segment as one reason it abandoned the vehicle after just a year on the market.

"There are significant differences in the exterior styling and Recchia. "These vehicles offer a bridge for compact and subcompact sedan buyers who don't want a minivan, but it will have maximum flexibility in configuration so that it's more than just a conventional station wagon."

Recchia also said the Axxess' price — starting at about $14,000 — was a major drawback.

Recchia says Mitsubishi expects to sell 15,000 of the larger Expo and 25,000 of the LRV annually. He believes the LRV will be popular with fleet buyers and Mitsubishi's own Value Rent-A-Car subsidiary. Both vehicles will have front-wheel drive as standard and an all-wheel-drive option.

The Van/Wagon starts at $11,229 for the cargo version and $14,929 for the passenger entry. Fewer than 4,000 were sold last year. It won't be available after current

Inventories rise slightly due to sluggish June sales

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Slower sales caused domestic new-car inventories to rise slightly last month.

Import sales also were down in June, but inventories dipped a bit in that category.

The July 1 stockpile of domestic cars was 1,504,624, an 0.23 percent increase from the unsold units on June 1. The 62-day supply was up from the 60-day supply in June.

The imports had 613,259 cars on hand for a 70-day supply; that compares to a 657,371 stockpile on and a 74-day supply on June 1.

Total industry car sales in June were off 1.76 percent from May, and the combined days' supply of domestics and imports rose to 64 days on July 1 from 63 days on June 1.

The average July 1 inventory for the last seven years has been a 61-day supply.

Chrysler's days' supply rose the most among the Big 3, climbing to a 68-day supply from 60 days on June 1.

General Motors' and Ford Motor Co.'s days' supply were about even from month to month. GM's edged up slightly from 63 to 64 days. Ford's dipped from 70 days to 69 days.

The highest days-supply among GM cars was the Buick Reatta with 174 days, up from 135 days June 1. Other GM cars with more than 100-day supplies were Buick Park Avenue; Oldsmobile Cutlass Supreme, 88 and 98; and Pontiac Bonneville.

Ford continued to see a marked improvement in its Probe inventory, which dropped from a 100-plus days' supply earlier this year to 57 days July 1. The Escort had a 62-day supply.

Days' supply declined at Ford Division, but increased at Lincoln-Mercury Division.

An increase in days' supply was posted by every Chrysler Corp. line except the Chrysler New Yorker and the Dodge Monaco and Dynasty.

IMPORT VEHICLES, DAYS' SUPPLIES

	July 1, 1990	June 1, 1990	July 1, 1989
Chevrolet	97	92	117
Chrysler Motors	98	112	182
Acura	59	61	42
Daihatsu	79	78	82
Honda	24	37	63
Infiniti	46	40	—
Isuzu	331	310	134
Lexus	23	23	—
Mazda	48	54	47
Mitsubishi	40	88	65
Nissan	93	89	75
Subaru	110	148	87
Suzuki	180	227	308
Toyota	75	57	31
JAPAN	66	70	64
Audi	110	149	117
BMW	68	68	79
Mercedes-Benz	41	42	43
Merkur	—	—	134
Porsche	69	70	96
Volkswagen	104	108	59
GERMANY	81	92	65
Alfa Romeo	67	86	114
Ford	109	94	133
Hyundai	57	54	58
Jaguar	70	68	32
Mercury	63	242	71
Peugeot	60	59	98
Pontiac	77	89	81
Eagle/Chrysler	44	207	201
Saab	71	83	91
Sterling	58	63	75
Volvo	85	79	68
Yugo	95	92	137
Other Countries	74	74	80
Total Imp. Cars	70	74	67
Daihatsu	55	59	—
Geo Tracker	99	98	148
Isuzu*	70	117	144
Mazda	24	27	75
Mitsubishi	47	68	95
Nissan*	66	65	55
Range Rover	64	67	45
Suzuki*	98	109	159
Toyota	23	18	45
Dodge	109	126	159
Total Imp. Trucks	46	49	77
Total Imp. Vehicles	64	68	69

*Includes domestic vehicles

Among the Japanese transplants, Honda, Nissan and Subaru reduced their days' supplies; Mitsubishi's remained even, and Mazda's and Toyota's increased.

On the import side, days' supplies of Japanese cars slid to 66 from 70; German imports dipped to 81 from 92; and cars from other lands remained at 74.

DOMESTIC CARS, DAYS' SUPPLIES

	July 1, 1990	June 1, 1990	July 1, 1989
Talon	59	54	—
Premier	194	146	92
Total Eagle	89	80	92
Horizon	105	72	113
Laser	79	71	51
Sundance	96	49	136
Reliant	—	51	84
Acclaim	40	34	58
Total Plymouth	62	48	86
LeBaron A	43	42	—
LeBaron J	73	61	73
LeBaron GTS	—	84	262
Fifth Avenue (rwd)	—	64	93
Fifth Avenue (fwd)	95	68	—
Imperial	147	136	—
New Yorker C	45	58	72
Total Chrysler	62	61	77
Omni	114	66	105
Shadow	88	41	103
Monaco	79	280	—
Daytona	125	84	72
Aries	—	61	67
Lancer	—	88	244
Spirit	51	33	54
Dynasty	55	64	50
Total Dodge	69	55	70
CHRYSLER MTRS.	66	56	77
Escort	62	70	86
Mustang	87	81	57
Tempo	75	74	81
Taurus	65	71	65
Thunderbird	97	78	122
Probe	57	61	85
Crown Victoria	61	74	92
Total Ford Div.	69	72	79
Topaz	74	71	81
Sable	87	76	67
Cougar	75	63	112
Grand Marquis	69	71	98
Total Mercury	76	71	85
Continental	58	51	66
Town Car	41	43	58
Mark VII	80	49	59
Total Lincoln	48	46	60
Total L-M Div.	64	60	77
FORD MOTOR CO.	68	68	78
Skyhawk	39	95	86
Somerset/Skylark	32	36	31
Century	83	71	82
Regal	83	84	84
LeSabre	77	74	74
Reatta	174	135	82
Electra/Park Ave.	119	121	98
Riviera	92	98	85
Total Buick	74	72	74
Cimarron	—	—	67
Allante	95	152	114
Seville	19	18	36
DeVille	89	79	140
Brougham	93	91	77
Eldorado	64	56	85
Total Cadillac	70	63	103
Geo Prizm	56	73	128
Cavalier	59	51	66
Camaro	58	58	75
Celebrity	30	53	33
Corsica/Beretta	48	52	65
Lumina	60	57	74
Caprice	78	58	81
Corvette	39	51	126
Total Chevrolet	55	55	69
Calais	54	51	117
Cutlass Ciera	45	37	86
Cutlass Supreme	110	102	114
88	113	113	93
98	107	113	77
Toronado	63	91	182
Total Oldsmobile	75	69	97
Sunbird	51	59	74
Firebird	81	77	72
Grand Am	35	39	72
Pontiac 6000	72	56	61
Grand Prix	63	71	131
Bonneville H	106	103	91
Safari	—	—	81
Total Pontiac	56	59	82
GENERAL MTRS.	62	61	79
HONDA	25	29	40
MAZDA	85	74	60
MITSUBISHI	45	45	25
NISSAN	106	125	86
TOYOTA*	58	38	21
SUBARU	145	335	—
DOM. TOTAL	62	60	75
Subcompact	50	49	58
Compact	59	56	71
Intermediate	64	61	72
Standard	79	75	88
Specialty	62	71	89

*Estimate

Reliant sports-car project stalled; plans remain iffy

By Daniel Ward
STAFF CORRESPONDENT

LONDON — It is increasingly unlikely that the British Reliant sports car will be launched in the United States any time in the near future.

New York-based Universal Motors Group of Cos. Inc. holds the U.S. rights to market Reliant's Scimitar sports car, but there are no firm manufacturing plans.

The project cannot progress until Universal signs a manufacturing agreement with Reliant, but this is now nine months behind schedule. Development of the Scimitar SS2 for the United States is still not completed.

Geoff Chater, Reliant's managing director, stresses, "The ball is in Universal's court. We can go no further without a firm commitment from them. We are not hanging any hopes on what happens with Universal Motors." He adds, "They don't owe us much money."

Universal Motors president Jim Lawler said that Universal is still negotiating the wholesale price of the car, and he expected meetings to resume with Reliant officials.

Under contract to Universal, Tamworth-based Reliant Motor Ltd. built an SS2 prototype with an Oldsmobile Quad 4 engine in place of a Nissan turbo engine.

Lawler said the changes that have been made in the car justify the delays in bringing it to market.

"We're building a totally new car from what we started out with, which is not done overnight. I'd like to see the Big 3 do it in two years," he said.

Universal bought the Scimitar two-seater sports car project from Reliant in July 1988 with the aim of developing the fiberglass-bodied car for the United States. Reliant was to have manufactured the sports car for Universal to market in the United States.

At the time of the announcement, Universal claimed it would be selling the Reliant in America by early 1989, selling 2,000 vehicles in the first year.

LEGAL BRIEFS

Court backs Chrysler in audio antitrust suit

By Helen Kahn
SENIOR CORRESPONDENT

A federal judge says Chrysler Corp. hasn't restricted competition from audio retailers and distributors by equipping most of its vehicles with radio systems.

The ruling by U.S. District Judge Jan E. DuBois in Philadelphia stemmed from a suit brought by several distributors and retailers of auto sound systems.

They accused Chrysler of curbing competition by eliminating its radio delete option and offering option packages that compel the purchase of radios.

Antitrust laws forbid such "tying" if it has an anticompetitive effect.

The suit was brought by Town Sound and Custom Tops and three other independent companies whose customers include car dealers.

They sought to make Chrysler give "free choice" to car buyers and to pay treble damages for sales lost by independent distributors and retailers.

The court denied all motions and arguments by the plaintiffs.

Donald Lewis, plaintiffs' attorney, said there is a "lot more to be said before this case is finished." He is considering an appeal to the 3rd U.S. Circuit Court of Appeals.

Chrysler admitted that from 1983 on, it has steadily increased the number of vehicles sold with its sound equipment. According to the court, the figure now stands at 97 percent.

The suit, filed as a class action, attempted to speak for all independent radio and cassette firms doing business with Chrysler since 1984.

The court rejected plaintiffs' argument that Chrysler had "market power" because of its "unique and well known trademark."

Instead it agreed with Chrysler's broad definitions of the "tying" product market as being the entire auto industry, where Chrysler has a relatively small share and where it is a price follower rather than a price leader.

Chrysler also noted there are more than 70 distributors of sound equipment, with most having less than 10 percent of the market. Chrysler says its share ranges between 3 to 7 percent, not enough to restrain competition.

Other makers had settled out of court

Although the lawsuit filed in January 1988 against Chrysler by four sound equipment companies was the first federal class action, other antitrust suits have been filed against other automakers over the same issue.

General Motors and Volkswagen of America Inc. were sued in 1979 and Mazda Motors of America Inc. was sued in 1981.

Out-of-court settlements were reached with these automakers and voluntary agreements were made with others.

As a result, more than 17 million vehicles were offered with optional or deletable factory-installed standard equipment radios, according to the Car Audio Specialists Association.

At the time of the settlements, when AM radios were typically standard, automakers were "inhibited from installing stereos and cassette tape systems as standard equipment on millions of new cars," the association said. The agreements provided potential profits for car dealers and "kept the door ajar for some consumer free choice."

But those agreements expired at the end of the 1983 model year and have not been renewed. A "radio delete option is nominally available on a few cars today," says the association.

— Helen Kahn

Judge OKs termination of Pa. L-M deal

A Pennsylvania judge has upheld Ford Motor Co.'s termination of University Lincoln-Mercury in Philadelphia.

Judge Joseph T. Doyle said the state's Board of Vehicle Manufacturers, Dealers and Salespersons acted properly when it dismissed the dealership's complaint against the termination.

Doyle said University could not appeal to the board because it had failed to maintain a dealer's license. The problems University alleged — withholding of financing, refusal to accept a certified check, removal of inventory — involved Ford Motor Credit Co., and the board has no jurisdiction over claims made about lending matters.

— Helen Kahn

Fleetstar truck cleared in fatal accident

A Los Angeles jury has ruled that a 1975 Fleetstar truck that struck and killed a boy did not have a design defect because it lacked a crossview mirror.

Instead, the jury said the truck owner, California Rendering, and driver, David Begnell, were negligent and slapped them with $2.05 million in damages.

The case was brought by Florina Cantu on behalf of her two minor children. The truck and children were stopped at an intersection before the truck turned right as the children were walking ahead. One was injured and one was killed.

Cantu claimed the truck, a Fleetstar 2050 model made by International Harvester (now Navistar), had a flawed design because the manufacturer should have foreseen the need for a device to eliminate frontal blind spots.

Cantu also charged that the driver was negligent in failing to see the children and the owner was negligent in driver training and truck routing.

— Helen Kahn

OUT OF THIN AIR

Infiniti, Lexus carve out distinct niches without robbing others' market shares

By Lindsay Chappell and Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTERS

The courtesy golf cart at Nesen Motor Car Corp. is moving in both directions these days.

Last winter, the Thousand Oaks, Calif., multi-dealership was shuttling more customers from its new Infiniti store to shop at its adjacent Lexus store than the other way around.

"We lost a lot of Infiniti sales to Lexus," confides Dean Wilkinson, Nesen general manager. "We'd loan an Infiniti to a customer for a couple of days, and later I'd see it sitting over in the Lexus parking lot.

"But things are changing now. Now we're actually losing Lexus sales to Infiniti."

In fact, Wilkinson reports, so far this month, the new Nissan Motor Corp. in U.S.A. luxury line has been outselling Lexus at his auto park. But that's nothing: For the past few months, he adds, it also outsold his Cadillac store.

Nationally, Infiniti sales for the first six months of this year reached 9,260 units. Sales at Lexus, the luxury division inaugurated by Toyota Motor Sales U.S.A. Inc. last September, totaled 28,439.

A few months ago, some industry observers had already labeled the Infiniti as the Japanese industry's first flop. The $38,000 Q45 flagship sedan was unveiled to a ho-hum showroom response, following zen-like advertising that never showed the new car. Consumers emerged confused, and dealers were ticked.

"Things were rough at first," concedes Jeff Gutting, general manager of Bob Moore Infiniti in Oklahoma City. "We fought with the company about the advertising, which didn't help us any. But all that was just the startup. We're selling pretty close to our planned allocation now. In a couple of months, we'll be selling everything we planned to sell."

Infiniti General Manager William R. Bruce says the division hoped to sell more but has been happy with its momentum. Sales climbed every month through May, when 2,115 were sold. June was the first month since last November's launch that didn't show an increase.

Industry attention has largely focused on Infiniti's low sales against Lexus so far, but both cars are clearly carving positions in the luxury market.

Just seven months after its arrival, Infiniti is selling neck-and-neck with Jaguar (9,450 units for the first six months of this year), and more than Porsche and Sterling combined (5,131 and 2,336).

Lexus, a conservatively styled V-8 equipped cruiser, already has surpassed Saab and Audi in U.S. sales and is within striking distance of BMW (31,487 units).

In addition, Lexus and Infiniti are still adding dealerships. Lexus' 28,000-plus first-half sales came from 103 dealers, representing about 276 sales per dealership. It will have 125 dealers in place by year-end. Infiniti's sales were the work of 63 dealers, selling an average of about 147 apiece for the first half. It will have about 95 dealers by October 1991.

Toyota has targeted sales of 60,000 Lexus cars this year, although the internal plan reportedly is to reach 100,000 annually in the early 1990s.

Nissan never set an Infiniti sales target. That could be one reason for the persistent view that sales are floundering.

If Nissan had publicized its lower sales targets at the outset, the argument goes, there would be less tendency for comparison to Lexus, which is outselling it more than three to one. Instead, Nissan has wound up in the defensive posture by claiming it never wanted to sell as many cars as Lexus. To avoid the same problem next year, the company will release 1991-model-year sales projections.

Curiously, the new Japanese luxury cars have seemingly built their markets out of thin air. Their combined 37,699 sales in the first half were not reflected by sales losses in other luxury brands. Declines at BMW and Volvo from the first half of 1989 totaled about 7,000 units. But at the same time, combined sales at Cadillac, Porsche, Jaguar, Audi and Honda's Acura Division were up more than 3,000 units.

Even Mercedes-Benz posted a sales gain of about 1,000 units for the period, despite claims from Infiniti and Lexus dealers across the country that many Mercedes owners are jumping the fence to Japanese luxury.

"I can't explain it," admits Barry Pryor, general manager of Sewell Lexus in Dallas. "You'd think Mercedes' numbers would really be off. It seems like we're going head-to-head with Mercedes every day."

Sewell is averaging 115 Lexus sales a month — well above his initial target of 65.

"I don't know where the buyers are coming from," he says. "Maybe they're people who have been wanting to get into the luxury market but haven't seen anything that's excited them until now.

"One thing's for sure," he adds. "The luxury market is the place to be right now."

LEXUS, INFINITI SALES 1990

	Jan	Feb	March	April	May	June	Total
Lexus							
ES250	2,919	1,388	1,532	1,615	1,860	1,773	**11,087**
LS400	1,216	2,783	3,329	3,506	3,242	3,276	**17,352**
Total	4,135	4,171	4,861	5,121	5,102	5,049	**28,439**
Infiniti							
M30	419	645	532	424	546	670	**3,236**
Q45	652	430	1,017	1,237	1,569	1,119	**6,024**
Total	1,071	1,075	1,549	1,661	2,115	1,789	**9,260**

Sales momentum pleases Infiniti chief

William R. Bruce is vice president, general manager, for Infiniti Division.

Have Infiniti sales met with expectations?

Candidly, in the first six months, we would have hoped to sell more. But it was never the number-one objective to sell more. So I'd say, volume overall — not bad. Momentum — excellent. And by the time October rolls around with the new model year, I think we'll have extremely good volumes.

Bruce

We never said we'd be the biggest. We said that if we focused on the U.S. luxury-car buyer and made him our No. 1 priority for product and service, we could be the best. But that whole story gets lost in the press because we are in an industry that's based on 10-day sales and volume is everything.

How do you grade the initial ad campaign?

I'd be less than candid if I said that we were pleased with the start. We expected to sell more cars during the launch phase, but I don't blame that on the advertising. The launch phase, with rocks and trees, I say lovingly, was a home run. It gave us 90 percent awareness and that continues.

What I would have changed is to have transition to the product story earlier. Clearly we should have done that. If we had we probably could have had a little faster start in terms of sales.

Lexus achieves varied launch targets

J. Davis Illingworth is vice president, general manager, for Lexus Division.

Are Lexus sales meeting expectations?

At this point, we are 756 units ahead of pace on our sales. We're tracking right about where we want to be, about 800 ahead on the LS400 and 64 behind on the ES250. It would've been a story if the 250 had been lagging, but it's picked up and we sold about 1,700 per month in the last few months, so we think it has hit its stride.

Illingworth

We talked a lot last fall about launching the Lexus name, that was our primary objective. Then we had to launch the LS400. And the third objective was to get the 250 going, and it took 90 to 120 days to get the marketing and advertising dollars behind the car.

Are your buyers turning out to be different than you anticipated?

Originally we thought 60 percent of our buyers would come from Asian makes, but in fact it's much smaller than that. We're getting good response from European and domestic buyers.

About 50 percent of the deals have been in cash, but that number is dropping as we move into the broader market. As we appeal more to the broader part of the market where there is less cash, we will see more payment and lease buyers.

Large cars are top gainers in Japan in first half of year

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Demand for bigger cars has nearly doubled in Japan this year, pulling new-vehicle sales up 13.4 percent for the first six months. June was even better with an increase of 20.9 percent.

The upward movement is concentrated in the upper end of the market. Sales of cars with engines larger than 2.0 liters jumped 93.9 percent in the first half, to 200,103 units. Compacts and subcompacts up to 2.0 liters were up 11.1 percent in the same period, to 2,017,121, and most of those sales were in the upper half of the segment.

Sales of new cars over 660 cc, plus trucks and buses, totaled 3,057,141 for the first six months of 1990.

Companies that rely on subcompacts showed a decline for the first half. Sales for Fuji Heavy Industries, not including minicars under 660 cc, declined 7 percent to 40,778. At Daihatsu Motor Co., which suffered a setback last year when the Applause was recalled, sales were off 8.6 percent to 26,053. Isuzu sales were down 5.6 percent; sales of the Gemini four-door sedan were disappointing, but this summer the company will introduce the 2-door sports coupe version that, as Geo Storm, has been a success in the United States.

The exception among small-car makers was Suzuki Motor Co., which enjoyed a 27.9 percent increase in sales to 18,486 units.

Sales of minicars (under 660 cc), which are calculated separately, rose 21.3 percent in June. Overall growth in the minicar market for the six months was 0.2 percent.

Imports jumped 39.7 percent for the first half of the year, to 113,622 units. West German cars led the import segment with a 63.52 percent share.

> Foreign companies have expanded their sales networks, set up their own subsidiaries and hooked up with Japanese manufacturers to sell their products.
>
> **Koji Endo**
> Nomura Securities analyst

Analyst Koji Endo at Nomura Securities said the trend toward large cars was partly responsible for the increase, but he also credited efforts of import makers. Foreign companies have expanded their sales networks, set up their own subsidiaries and hooked up with Japanese manufacturers to sell their products.

Most of the imports are in the 2.0-liter-plus category, which means their sales gains are being outpaced by those of the Japanese makers. Analyst Neal Doying at Baring Securities notes a drop in share for imports in the large-car market from 34.9 percent six months ago to 28.1 percent at the end of June. The only Japanese maker that lost market share in that segment in the first half was Honda, which has an aging Legend.

Toyota Motor Corp. leads the large-car luxury segment with 37.7 percent of the market, relying largely on sales of the Crown, which offers a 4.0-liter engine.

JAPAN SALES JANUARY-JUNE 1990
(including cars over 660cc and trucks and buses)

Company	Unit sales	Percent change	Percent share	Change
Toyota	1,285,511	+14.4	42.0	+0.3
Nissan	732,407	+11.8	24.0	−0.3
Mazda	250,874	+21.6	8.2	+0.6
Honda	233,055	+13.7	7.6	—
Mitsubishi	205,854	+12.0	6.7	−0.1
Isuzu	98,566	− 5.6	3.2	−0.7
Fuji	40,778	− 7.0	1.3	−0.3
Daihatsu	26,053	− 8.6	0.9	−0.2
Suzuki	18,486	+27.9	0.6	+0.1
Imports	113,622	+39.7	3.7	+0.7
Hino	32,563	+ 4.0	1.1	−0.1
Nissan Diesel	19,372	+ 3.4	0.6	−0.1
Total	**3,057,141**	**+13.4**		

SALES

FIRST HALF

FROM PAGE 1

sales, off by 253,411 units.

A total of 4,840,682 cars and 2,423,020 trucks were delivered.

On the car side, Chevrolet Division was the leader as it was in the first quarter of the year, helping push GM's car share up to 36.23 percent.

Sales of new models played a major role. Geo Prizm sales were up 64.97 percent; Lumina, 409.38 percent; Caprice, 10.46 percent.

Other than Chevrolet, only Asian and luxury nameplates were ahead of last year's six-month figures.

Honda closing in

And Honda — which ranked fourth on the import and domestic car sales lists, moved closer to toppling Chrysler Corp. as the overall No. 3 car seller in the United States. Honda, including Acura, sold 434,257 cars through June, for an 8.97 percent share of the car market; Chrysler sold 435,534 cars for a 9.0 percent share.

And not far behind, Toyota, including Lexus, remains in the race for third place with an 8.04 percent car share in the first half. Last year's spread was wider; for the first six months of 1989, Chrysler had 10.65 percent of the car market; Honda, 7.46 percent; and Toyota, 6.15 percent.

"Chrysler is in big trouble," said Clifford Swenson, automotive economist for ECAP Inc. of New York, an industry consulting group formerly affiliated with Merrill Lynch. "Its big market has always been vans and sport-utilities. Now that's increasingly competitive."

Chrysler's truck sales slumped by 51,736 units, and the company's truck market share fell from 21.21 percent to 19.25 percent.

Swenson said ECAP is "bearish on Ford" as well. "The competition has gotten a lot better," he said. "Major product lines won't be redesigned for some time."

Only three Ford car models posted first-half sales gains: Lincoln Continental and Town Car and Ford Crown Victoria. As a result, Ford's car share dipped to 21.11 percent from 22.73 percent.

Other nameplates to increase car sales were Mazda, Cadillac, Mitsubishi, Acura, Mercedes, Suzuki, Audi, Jaguar and Porsche.

"The upscale (market) is doing much better," said ECAP's George Magliano, "the real upper reaches" such as Porsche, Corvette and Mercedes. He attributes the increases in luxury car sales to an upgrade in the products. "In that market, the money is always there," he said. "You've just got to give them product.

"BMW is not doing as well because of its older image. They need that new 800 series."

BMW's sales dropped 10 percent from last year, joining Maserati and Sterling as the only luxury nameplates to suffer declines.

Truck sales, although not as hot as last year, helped bolster the gain or soothe the pain of some makers.

Ford Division again led in truck sales with 725,417 units. Though 5,228 units less than last year, Ford's truck sales helped keep that division the No. 1 seller of cars and light trucks in the United States for the first-half. Ford Division sold 1,425,437 vehicles compared to Chevrolet's 1,401,578.

Market share is much tighter. With Chevrolet gaining in both car and truck sales, its market share climbed to 19.30 percent, compared to Ford's 19.62 percent. Last year, Ford held a 20.33 percent share to Chevrolet's 18.43 percent.

Truck sales also helped struggling Nissan, the only major Japanese automaker in the doldrums. Nissan's total car sales were down 45,279 units, but truck sales rose 5,945 units to hold Nissan's market share loss to 0.37 percentage points.

Nissan remains the No. 7 vehicle seller in the United States but its 22,736 unit lead over No. 8 Oldsmobile is thinner than it was last year.

European carmakers retained their 4.89 percent share of the car market; European truck sales rose 598 units.

General Motors

Market share gains by Chevrolet, Buick and Cadillac pushed General Motors' overall market share higher for the first half.

Overall, GM's car and truck sales were down 2.42 percent at 2,606,991 units.

Chevrolet was mainly responsible for GM's gains. The division's share of the car market jumped nearly a full percentage point.Truck sales were about even with last year's, but Chevrolet's truck share edged higher, mainly due to the addition of the Lumina APV.

The imported Geo, up 39.42 percent, was a major factor in Chevrolet Division's rise to first place in car sales.

Buick gained 0.08 of a percentage point, although sales were off 3.69 percent during the half.

Cadillac's car share edged up 0.16 of a percentage point. Cadillac's volume, buoyed by Seville and DeVille, was up 879 units over the year-ago half.

Oldsmobile continued to lose ground. Car sales were off 15.26 percent from 1989's dismal results, and car share was off 0.68 of a percentage point.

Pontiac sales also continued to dip. Its share of the car market slipped by 0.38 of a percentage point. Sunbird and Grand Am were the division's only gainers over the first half of 1989.62 percent.

GMC truck sales were off 5.55 percent in the first six months. Its share of the truck market slipped 0.35 of a percentage point to 6.97 percent.

— Michelle Krebs

Ford Motor Co.

Ford Motor Co. lost more than 1½ points of car market share in the first half of 1990 and picked up a fraction of a point of truck market share for a combined loss of about one percentage point.

Ford and Mercury were responsible for the loss in car market share.

Lincoln's car market share was Ford's bright spot. The luxury car's market share grew to 2.59 percent in the first half of 1990 from 2.04 percent last year.

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U.S. car and light truck sales, 1st half — 1990 vs. 1989

Company	Car Sales 1990	Car Sales 1989	1990 Share	1989 Share	Truck Sales 1990	Truck Sales 1989	1990 Share	1989 Share	Car & Truck Totals 1990	Car & Truck Totals 1989	% Share of Total Car & Truck Market 1990	% Share of Total Car & Truck Market 1989	Changes Share (Points)	Changes Sales (Percent)	Changes Sales (Units)
Ford	700,020	801,312	14.46	15.73	725,417	730,645	29.94	29.91	1,425,437	1,531,957	19.62	20.33	−0.70	− 6.95	−106,520
Chevrolet	744,655	733,007	15.38	14.39	656,923	655,854	27.11	26.85	1,401,578	1,388,861	19.30	18.43	0.87	0.92	12,717
Toyota	360,416	313,209	7.45	6.15	132,491	126,258	5.47	5.17	492,907	439,467	6.79	5.83	0.96	12.16	53,440
Dodge	174,374	242,829	3.60	4.77	267,118	293,555	11.02	12.02	441,492	536,384	6.08	7.12	−1.04	−17.69	− 94,892
Honda	362,531	308,924	7.49	6.06	—	—	—	—	362,531	308,924	4.99	4.10	0.89	17.35	53,607
Pontiac	335,122	371,650	6.92	7.30	15,623	0	0.64	0.00	350,745	371,650	4.83	4.93	−0.10	− 5.62	− 20,905
Nissan	216,406	261,685	4.47	5.14	87,561	81,616	3.61	3.34	303,967	343,301	4.18	4.55	−0.37	−11.46	− 39,334
Oldsmobile	269,772	318,371	5.57	6.25	11,459	0	0.47	0.00	281,231	318,371	3.87	4.22	−0.35	−11.67	− 37,140
Buick	268,973	279,286	5.56	5.48	—	—	—	—	268,973	279,286	3.70	3.71	0.00	− 3.69	− 10,313
Plymouth	131,325	148,247	2.71	2.91	94,563	98,331	3.90	4.02	225,888	246,578	3.11	3.27	−0.16	− 8.39	− 20,690
Mercury	196,867	252,497	4.07	4.96	—	—	—	—	196,867	252,497	2.71	3.35	−0.64	−22.03	− 55,630
Mazda	117,786	113,106	2.43	2.22	64,889	67,967	2.68	2.78	182,675	181,073	2.51	2.40	0.11	0.88	1,602
GMC	0	0	0.00	0.00	168,990	178,912	6.97	7.32	168,990	178,912	2.33	2.37	−0.05	− 5.55	− 9,922
Cadillac	135,474	134,595	2.80	2.64	—	—	—	—	135,474	134,595	1.87	1.79	0.08	0.65	879
Lincoln	125,173	103,982	2.59	2.04	—	—	—	—	125,173	103,982	1.72	1.38	0.34	20.38	21,191
Mitsubishi	93,028	48,766	1.92	0.96	22,010	20,831	0.91	0.85	115,038	69,597	1.58	0.92	0.66	65.29	45,441
Jeep	0	0	0.00	0.00	103,192	126,268	4.26	5.17	103,192	126,268	1.42	1.68	−0.25	−18.28	− 23,076
Chrysler	99,979	114,020	2.07	2.24	1,545	0	0.06	0.00	101,524	114,020	1.40	1.51	−0.12	−10.96	− 12,496
Volkswagen	68,448	70,352	1.41	1.38	3,657	2,739	0.15	0.11	72,105	73,091	0.99	0.97	0.02	− 1.35	− 986
Acura	71,726	71,060	1.48	1.39	—	—	—	—	71,726	71,060	0.99	0.94	0.04	0.94	666
Hyundai	69,873	98,290	1.44	1.93	—	—	—	—	69,873	98,290	0.96	1.30	−0.34	−28.91	− 28,417
Isuzu	1,810	9,593	0.04	0.19	54,864	44,564	2.26	1.82	56,674	54,157	0.78	0.72	0.06	4.65	2,517
Subaru	52,005	73,723	1.07	1.45	—	—	—	—	52,005	73,723	0.72	0.98	−0.26	−29.46	− 21,718
Volvo	49,300	53,043	1.02	1.04	—	—	—	—	49,300	53,043	0.68	0.70	−0.03	− 7.06	− 3,743
Mercedes-Benz	37,307	36,265	0.77	0.71	—	—	—	—	37,307	36,265	0.51	0.48	0.03	2.87	1,042
BMW	31,487	34,849	0.65	0.68	—	—	—	—	31,487	34,849	0.43	0.46	−0.03	− 9.65	− 3,362
Eagle	29,856	37,454	0.62	0.74	—	—	—	—	29,856	37,454	0.41	0.50	−0.09	−20.29	− 7,598
Lexus	28,439	0	0.59	0.00	—	—	—	—	28,439	0	0.39	0.00	0.39	0.00	28,439
Saab	13,249	16,192	0.27	0.32	—	—	—	—	13,249	16,192	0.18	0.21	−0.03	−18.18	− 2,943
Suzuki	3,157	2,809	0.07	0.06	8,261	13,152	0.34	0.54	11,418	15,961	0.16	0.21	−0.05	−28.46	− 4,543
Audi	11,093	9,312	0.23	0.18	—	—	—	—	11,093	9,312	0.15	0.12	0.03	19.13	1,781
Jaguar	9,450	9,365	0.20	0.18	—	—	—	—	9,450	9,365	0.13	0.12	0.01	0.91	85
Infiniti	9,260	0	0.19	0.00	—	—	—	—	9,260	0	0.13	0.00	0.13	0.00	9,260
Daihatsu	5,895	6,827	0.12	0.13	2,383	0	0.10	0.00	8,278	6,827	0.11	0.09	0.02	21.25	1,451
Porsche	5,131	4,554	0.11	0.09	—	—	—	—	5,131	4,554	0.07	0.06	0.01	12.67	577
Yugo	3,275	5,305	0.08	0.10	—	—	—	—	3,725	5,305	0.05	0.07	−0.02	−29.78	− 1,580
Peugeot	2,376	3,067	0.05	0.06	—	—	—	—	2,376	3,067	0.03	0.04	−0.01	−22.53	− 691
Sterling	2,336	3,351	0.05	0.07	—	—	—	—	2,336	3,351	0.03	0.04	−0.01	−30.29	− 1,015
Range Rover	0	0	0.00	0.00	2,074	2,394	0.09	0.10	2,074	2,394	0.03	0.03	0.00	−13.37	− 320
Alfa Romeo	1,388	1,706	0.03	0.03	—	—	—	—	1,388	1,706	0.02	0.02	0.00	−18.64	− 318
Rolls Bentley	600	600	0.01	0.01	—	—	—	—	600	600	0.01	0.01	0.00	0.00	0
Ferrari	480	480	0.01	0.01	—	—	—	—	480	480	0.01	0.01	0.00	0.00	0
Lotus	162	162	0.00	0.00	—	—	—	—	162	162	0.00	0.00	0.00	0.00	0
Maserati	120	140	0.00	0.00	—	—	—	—	120	140	0.00	0.00	0.00	−14.29	− 20
Lamborghini	78	78	0.00	0.00	—	—	—	—	78	78	0.00	0.00	0.00	0.00	0
Aston Martin	30	30	0.00	0.00	—	—	—	—	30	30	0.00	0.00	0.00	0.00	0
TOTAL	**4,840,682**	**5,094,093**	**100.00**	**100.00**	**2,423,020**	**2,443,086**	**100.00**	**100.00**	**7,263,702**	**7,537,179**	**100.00**	**100.00**	—	—	**−273,477**
Total Chrysler	435,534	542,550	9.00	10.65	466,418	518,154	19.25	21.21	901,952	1,060,704	12.42	14.07	−1.66	−14.97	−158,752
Total Ford	1,022,060	1,157,791	21.11	22.73	725,417	730,645	29.94	29.91	1,747,477	1,888,436	24.06	25.05	−1.00	− 7.46	−140,959
Total GM	1,753,996	1,836,909	36.23	36.06	852,995	834,766	35.20	34.17	2,606,991	2,671,675	35.89	35.45	0.44	− 2.42	− 64,684
Total U.S.	**3,211,590**	**3,537,250**	**66.35**	**69.44**	**2,044,830**	**2,083,565**	**84.39**	**85.28**	**5,256,420**	**5,620,815**	**72.37**	**74.57**	**−2.21**	**− 6.48**	**−364,395**
Total VWoA	79,541	79,664	1.64	1.56	3,657	2,739	0.15	0.11	83,198	82,403	1.15	1.09	0.05	0.96	795
Total Europe	236,760	248,851	4.89	4.89	5,731	5,133	0.24	0.21	242,491	253,984	3.34	3.37	−0.03	− 4.53	− 11,493
Total Honda of America	434,257	379,984	8.97	7.46	0	0	0.00	0.00	434,257	379,984	5.98	5.04	0.94	14.28	54,273
Total Nissan Motor	225,666	261,685	4.66	5.14	87,561	81,616	3.61	3.34	313,227	343,301	4.31	4.55	−0.24	− 8.76	− 30,074
Total Toyota Motor	388,855	313,209	8.03	6.15	132,491	126,258	5.47	5.17	521,346	439,467	7.18	5.83	1.35	18.63	81,879
Total Asia	1,392,332	1,307,992	28.76	25.68	372,459	354,388	15.37	14.51	1,764,791	1,662,380	24.30	22.06	2.24	6.16	102,411

FIRST HALF

FROM PAGE 21

Mercury's car market share dropped nearly one percentage point in the first half, dipping to 4.07 percent from 4.96 percent last year.

Ford's biggest market-share sieve continues to be its high-volume Escort model, which is experiencing lower production because of the changeover to the 1991 model introduced in April.

Ford's Escort sales for the first half of 1990 were down 31,997 units, or 18.35 percent, from the first half of 1989.

Mustang, Thunderbird, Taurus and Tempo declined. LTD Crown Victoria sales rose 6.51 percent this year, despite the fact that it will receive all-new sheet metal in early 1991 and buyers could have been expected to hold back their purchases.

Lincoln Continental sales were up 9.29 percent in the first half. Town Car sales were up 35.55 percent; Mark VII sales were off 16.43 percent.

Sales of all Mercury sales declined in the first half of 1990.

Sales of Ford light trucks dropped 0.72 percent in the first half of 1990, but market share climbed 0.03 of a percentage point. Ford sold 725,417 light trucks in the first six months of 1990 compared to 730,645 last year.

A bright spot was the performance of the new Explorer. Sales of Bronco II and its replacement, the Explorer, increased 27.82 percent. The Explorer went on sale in March.

— Laura Clark

Chrysler Corp.

Chrysler Corp. suffered declines in car and truck sales and in market share in the first half.

The only real winner was the Plymouth Laser, which posted a 175.71 percent increase in sales.

The sporty Eagle Talon helped keep Eagle sales respectable, while the Premier continued to slump.

The only other car lines in the plus column were the Plymouth Acclaim, the Chrysler LeBaron A and the Dodge Spirit.

Sales of Chrysler's trucks — its bread-and-butter vehicles — were down 9.98 percent for the half. The total for Dodge models plus Plymouth and Chrysler minivans was down 7.31 percent, and Jeep sales dipped 18.28 percent.

Only three truck models showed an increase: Dodge Caravan, Dodge pickups and Jeep Wrangler.

Sales of the Plymouth Voyager, the Caravan's minivan counterpart, were off 3.83 percent.

— Kathy Jackson

Asian makes

While new-car and light-truck sales in the United States dropped 3.63 percent, Asian nameplates posted a 6.16 percent increase in the first six months of 1990.

Of the 13 Asian nameplates sold in the United States, seven increased sales: Mazda, Honda, Acura, Toyota, Daihatsu, Isuzu and Mitsubishi.

Nissan, Hyundai, Suzuki and Subaru all suffering double-digit percentage declines.

Lexus and Infiniti, which weren't selling cars a year ago, claimed 37,699 sales in the first half of 1990.

Japan's Big 3 — Toyota, Honda and Nissan — garnered 6.79 percent, 4.99 percent and 4.18 percent of the total car and truck market.

The best seller in the first half was Toyota with 492,907 cars and trucks.

The biggest percentage increase in sales volume went to Mitsubishi, with a 65.29 percent jump.

Isuzu and Daihatsu posted their increases on the strength of trucks. Cars sales declined for each. Suzuki, on the other hand, sold more cars this year, but its sport-utility falloff cut its overall total.

Nissan's 17.30 percent drop in car sales overshadowed a 7.28 percent jump in trucks. Overall, Nissan sales fell 11.46 percent.

Hyundai sales were down 28.91 percent, and Subaru dropped 29.46 percent.

— Kristine Stiven Breese

European makes

Three German importers and one British maker increased U.S. sales in the first half of 1990, while European imports as a group declined 4.52 percent.

The Europeans sold 242,491 cars and trucks in the first half of 1990. Their market share of 3.34 percent was down 0.03 of a point.

Six-month gainers were Jaguar, Porsche, Audi and Mercedes-Benz.

Mercedes-Benz sales rose 2.87 percent with sales topping last year's in every month but January.

Audi showed a year-to-date gain of 19.13 percent; Porsche recorded a six-month increase of 12.67 percent; and Jaguar posted an 85-unit gain.

The biggest-volume European brand, Volkswagen, dropped nearly 1,000 units from its 1989 half-year mark, to 72,105.

Alfa Romeo sales were down 18.64 percent. But with the introduction of the new 164 model, things are looking up. Alfa sales doubled in June to 484.

Range Rover, BMW, Saab and Volvo were down. Volvo, which was the only sizable European importer to post a sales gain in 1989, showed a sales decline in every month but February. Volume was down 7.06 percent through June, to 49,300.

Small-volume importers Sterling and Peugeot had substantially lower sales for the six months. Sterling sales were down 30.29 percent, and Peugeot dropped 22.53 percent.

And Yugo, still struggling after emerging from bankruptcy last January, was down 29.78 percent.

— Jim Henry

SHUTDOWN DATES FOR U.S. TRUCK ASSEMBLY PLANTS

Plant	Model changeover/vacation dates (Tenative)	1991 Product	Days Shut 1990
GENERAL MOTORS			
Baltimore	July 27 to July 28 (RMC)	Chevrolet Astra, GMC Safari Minivans	0
Detroit	July 30 to August 10	commercial, recreational, specialty vehicle chassis	10
Flint, Mich.	July 27 to July 28 (RMC)	Blazer, Jimmy, Suburban wagons	0
Janesville, Wis.	July 16 to July 27	Chevy and GMC medium duty trucks, Chevrolet Kodiak and GMC Topkick	10
Lordstown, Ohio	July 9 to July 27	Chevrolet and GMC vans	15
Moraine, Ohio	Changeover completed December 1989	Chevrolet S-10 and GMC S-15 Trucks	0
Pontiac, Mich.	July 30 to August 7	Chevrolet, GMC light trucks, Chevrolet S-10 Blazer and GMC S-15 Jimmies	6
Shreveport, La.	Changover completed December 1989	Chevrolet S-10, GMC S-15 trucks, Blazer, Jimmy	0
Tarrytown, N.Y.	July 30 to August 17	1990 APV's, Chevrolet Lumina, Oldsmobile Silhouette, Pontiac Trans Sport	15
Ft. Wayne, Ind.	July 27 to July 28 (RMC)	Chevrolet, GMC light trucks	0
FORD MOTOR CO.			
Kansas City, Mo.	July 2 to July 13 (vacation) July 27 (weekend changeover)	F-Series light trucks	10
Kentucky Truck (Louisville)	July 2 to July 13 (vacation) August 10 (weekend changeover)	medium, heavy and extra-heavy trucks	10
Lorain, Ohio	July 2 to July 13 (vacation) August 3 (weekend changeover)	Econoline, Club Wagon	10
Louisville, Ky.	July 2 to July 13 (vacation) August 10 (weekend changeover)	Ranger, Explorer	10
Michigan Truck (Wayne)	July 2 to July 13 (vacation) July 20 (weekend changeover)	Bronco, light trucks	10
Norfolk, Va.	July 2 to July 13 (vacation) July 27 (weekend changeover)	light trucks	10
St. Louis, Mo.	July 2 to July 13 (vacation) August 10 (weekend changeover)	Aerostar minivans	10
St. Paul, Minn. (Twin Cities)	July 2 to July 13 (vacation) August 24 (weekend changeover)	light trucks, Ranger	10
CHRYSLER MOTORS			
Toledo, Ohio	July 2 to July 9 (vacation)	Cherokee, Comanche, Grand Wagoneer, Wagoneer	20
Warren, Mich.	July 9 to July 13	Light-duty trucks, Dakota, standard and mid-size trucks	15
St. Louis, Mo. (No. 2)	July 30 to August 24	Caravan C/V, Caravan, Voyager minivan, Town & Country	20

(RMC) = Rolling Model Change

EXTENDED SERVICE PROGRAM
GALT ENTERPRISES

SHUTDOWN DATES FOR U.S. CAR ASSEMBLY PLANTS

Plant	Model changeover/vacation dates (Tenative)	1991 Product	Days Shut 1990	Days Shut 1989
GENERAL MOTORS				
Arlington, Texas	April 30 to June 27	Cadillac Brougham, Chevrolet Caprice	42	4
Bowling Green, KY	July 30 to August 17	Chevrolet Corvette	15	5
Detroit (Detroit-Hamtramck)	July 16 to August 3 July 2 to July 11 - Allante only	Olds Toronado, Buick Riviera, Cadillac Eldorado & Seville Allante	15 7	15 17
Doraville, Ga.	August 9 to August 13 (RMC)	Oldsmobile Cutlass Supreme	1	25
Flint, Mich. (Buick City)	July 23 to August 3	Buick LeSabre, Oldsmobile 88 Royale	10	18
Janesville, Wis.	July 19 (weekend changeover)	Chevrolet Cavalier	1	3
Kansas City, Mo.	July 30 to August 10	Pontiac Grand Prix	10	30
Lakewood, Ga.	Build out on August 6 Plant indefinitely idled	Buick Estate Wagon	0	0
Lansing, Mich. (Plant A)	July 23 to July 31	Oldsmobile Cutlass Calais, Buick Skylark	6	5
Lansing, Mich. (Plant B)	July 16 to July 20	Pontiac Grand Am	5	18
Lansing, Mich. (Reatta Craft Centre)	July 23 to August 24	Buick Reatta	25	50
Linden, N.J.	July 31 (RMC)	Chevrolet Beretta and Corisca	0	15
Lordstown, Ohio	July 9 to July 17	Chevrolet Cavalier, Pontiac Sunbird	6	5
Oklahoma City, Okla.	July 30 to August 28	Oldsmobile Ciera, Pontiac 6000, Buick Century	21	5
Orion Township, Mich.	July 16 to August 3	Oldsmobile 98 Regency, Cadillac Deville	15	14
Van Nuys, Calif.	Changeover completed February 1990	Chevrolet Camaro, Pontiac Firebird	0	30
Wentzville, Mo.	July 23 to August 3	Oldsmobile 88 Royale, Buick Park Ave., Pontiac Bonneville	10	20
Ypsilanti, Mich. (Willow Run)	Changeover completed December 1989	Chevrolet Caprice	0	140
Wilmington, Del.	August 6 (RMC)	Chevrolet Beretta and Corsica	0	0
FORD MOTOR CO.				
Altanta	July 2 to July 13 (vacation) July 27 (weekend changeover)	Ford Taurus, Mercury Sable	10	10
Chicago	July 2 to July 13 (vacation) August 17 (weekend changeover)	Ford Taurus, Mercury Sable	10	10
Dearborn, Mich.	July 2 to July 13 (vacation) July 16 to July 20 (layoff) August 6 to August 10 (changeover)	Ford Mustang	10 5 5	10
Edison, N.J.	Changeover begins May through September	Changing from Escort to Ranger	70	10
Kansas City, Mo.	July 2 to July 13 (vacation) August 3 (weekend changeover)	Ford Tempo, Mercury Topaz	10	10
Lorain, Ohio	July 2 to July 13 (vacation) July 27 (weekend changeover)	Ford Thunderbird, Mercury Cougar	10	13
Wayne, Mich.	July 2 to July 13 (vacation) Changeover completed February 1990	Ford Escort	10	59
Wixom, Mich.	July 2 to July 13 (vacation) August 24 (weekend changeover)	Lincoln Town Car, Mark VII, Continental	10	10
CHRYSLER MOTORS				
Belvidere, Ill.	July 9 to July 27	Dodge Dynasty, Chrysler New Yorker, New York Salon, New Yorker Landau, Imperial, Fifth Avenue	15	10
Detroit, Mich. (Jefferson, Ave.)	Plant closed February 1990	Dodge Omni, Plymouth Horizon	0	5
Newark, Del.	July 16 to July 20	Dodge Spirit, Plymouth Acclaim, Chrysler LeBaron Sedan	10	10
St. Louis, Mo.	July 16 to July 20 (Closing in September)	Dodge Daytona, Chrysler LeBaron J	10	3
Sterling Heights, Mich.	July 16 to July 20	Plymouth Sundance, Dodge Shadow	10	10
DIAMOND-STAR MOTORS				
Normal, Ill.	July 2 to July 6 (vacation)	Plymouth Laser, Mitsubishi Eclipse, Eagle Talon, Eagle Summit, Mitsubishi Mirage	5	5
HONDA OF AMERICA MANUFACTURING				
Marysville, Ohio	July 2 to July 6 (vacation)	Civic and Accord	5	0
MAZDA MOTOR MANUFACTURING (U.S.A.) CORP.				
Flat Rock, Mich.	July 2 to July 13	Ford Probe, Mazda MX-6, Mazda 626	10	5
NEW UNITED MOTOR MANUFACTURING INC.				
Fremont, Calif.	(RMC)	Chevrolet Geo Prizm, Toyota Corolla FX	0	0
NISSAN MOTOR MANUFACTURING CO. U.S.A.				
Smyrna, Tenn.	July 9 to July 20 (Retooling during night shift)	Sentra	10	10
TOYOTA MOTOR MANUFACTURING U.S.A.				
Georgetown, Ky.	(RMC)	Camry	0	0
SUBARU-ISUZU AUTOMOTIVE INC.				
Lafayette, Ind.	(RMC)	Subaru Legacy	0	N.A.

(RMC) = Rolling Model Change

Model change will be fast, say analysts

By Wes Brown
SPECIAL CORRESPONDENT

With very few exceptions, carmakers will have a relatively short and smooth changeover and vacation schedule this summer. Total car inventory as of July 1 was a 64-day supply, up from 63 days.

Automakers are using other means to keep levels in line.

"Automakers are preferring to have brief, temporary shutdowns instead of lengthening the model changeover shutdown times," said Thomas O'Grady of Integrated Automotive Resources of Wayne, Pa.

He did point out, though, that without a sales pickup, "short shutdowns are not efficient."

Since *Automotive News* published the preliminary car plant changeover schedule May 14, Chrysler Corp. shortened vacation by one week each at three plants.

Meanwhile, Chrysler Motors' St. Louis No. 2 minivan plant in St. Louis will be down 20 work days beginning July 30. The company's minivans are being restyled for the 1991 model year.

General Motor's Reatta Craft Center in Lansing, Mich., will be down 25 work days beginning July 23 for vehicle changeover, a week longer than anticipated. On July 1, there was a 174-day supply of the Buick Reatta.

GM also extended summer shutdowns at the Bowling Green, Ky., and Oklahoma City, Okla., car plants and moved back the shutdown at Wilmington, Del., a week.

The longer light-truck shutdowns include GM's Tarrytown, N.Y., APV plant, which will be down 15 days starting July 30, and its Lordstown, Ohio, van plant, down 15 days beginning July 9.

Ford Motor Co.'s truck plants, which closed for vacation July 2-13, all have weekend model changeovers.

Since the preliminary car schedule, Ford has added a one-week layoff at the Dearborn, Mich., Mustang plant in addition to a two-week vacation.

O'Grady said it is unlikely that UAW negotiations with the Big 3 automakers will result in each company building inventory levels in anticipation of a strike. Negotiations begin Wednesday.

NHTSA turns down 5-mph-bumper plea

WASHINGTON — The federal government has denied another request that it reinstate the requirement that bumpers on new cars sustain virtually no damage in impacts of 5 mph.

Two consumer groups had asked the National Highway Traffic Safety Administration to require stronger bumpers. They based their arguments on insurance crash data. The Insurance Institute for Highway Safety and Consumers Union argued that bumpers must be upgraded because insurance costs have increased as a result of weaker bumpers.

NHTSA said the insurance studies were conducted on a limited number of car models.

The government reduced the bumper standard to 2.5 mph in 1982, saying the savings in repair costs were not worth the extra production costs and the burden on fuel economy.

States hit for generosity with federal funds to transplants

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

A Washington political debate stirred up by a *Reader's Digest* article has stung two Japanese automakers in the United States, but it may end up hurting a group of Chrysler Corp. workers the most.

The U.S. Department of Labor has reprimanded state officials in Kentucky and Indiana for being overly generous in providing federal training assistance money to Japanese transplant automakers.

Kentucky was asked to repay some of the funds it supplied to Toyota Motor Manufacturing U.S.A. Inc. in Georgetown. And Indiana officials believe they may be asked to repay some federal money granted to Subaru-Isuzu Automotive Inc. in Lafayette.

State-level observers say the controversy signals the beginning of a more conservative mood in Washington toward federal employee-training programs. Some believe new, stricter guidelines are coming to programs that have helped place workers at transplant and domestic automakers during the past decade.

The funding issue is already being partially blamed for last month's denial of federal retraining funds for over 4,000 workers at a Chrysler plant in St. Louis scheduled to close in November.

That denial by the Labor Department, which involves money from a separate but similar retraining fund, is being reconsidered after a protest from the Missouri congressional delegation.

The state reprimands came on the heels of a June congressional hearing into the Labor Department's handling of $21 billion in Job Training Partnership Act funds during the past seven years. The Labor Department supplies Job Training Partnership funds to states for use in retraining "economically disadvantaged" workers, loosely defined as those who face barriers to getting a job.

According to a Labor Department spokesman, the hearing was called in response to a March *Reader's Digest* article alleging rampant abuse in the Job Training Partnership system, including money that wasn't used for training and employers who accepted training money for jobs that didn't require training.

Job Training Partnership dollars helped Toyota place 340 eligible workers at its new Kentucky plant. The hearing concluded that almost $2.6 million had been used to train workers Toyota would have hired anyway.

The state, which had provided an extra $48 million of its own to help train all of the plant's 3,100 workers, responded by repaying the money with state funds.

Brad Hughes, a spokesman for Kentucky's state employment office in Frankfort, termed the matter "unfortunate" and said that Kentucky had been given prior Labor Department approval to use the Job Training Partnership funds as it wished.

"To our dying day, it will be our regret that bumbling federal people in Atlanta and Washington encouraged us to use the money in the first place," Hughes said.

The Labor Department has similarly chastised the Indiana Department of Employment Training for committing about $8 million in Job Training Partnership funds to Subaru-Isuzu Automotive Inc. in Lafayette. About $2.5 million of that amount is currently being questioned by the Labor Department, according to a spokesman for Indiana Gov. Evan Bayh.

Indiana suspended Job Training Partnership payments to the carmaker earlier this year after being notified to expect official criticism.

The federal money is just one piece of a $71.9 million training package that Indiana promised Subaru-Isuzu to attract the $550 million car plant in 1986. A final report from the Labor Department later this month may require the state to repay the $8 million.

The governor's spokesman indicated that if Indiana is required to repay, Subaru-Isuzu could be asked to shoulder some of the cost.

"We want to work this out to the satisfaction of all parties," he said. "We're trying to make sure that the (Labor Department) audit doesn't result in the depletion of other state funds. And at the same time, we don't want to impede the profitability of SIA."

Some observers believe the crackdown will lead to a new policy in federal training assistance. Until now, federal dollars have been given to state employment offices and economic recruitment operations to dispense at will. The money typically has been provided directly to employers to support specific plant hiring needs.

Speculation now is that future federal funding will be more restricted to general training programs that do not exclusively benefit specific employers. Such a move would dry up one source of state support to manufacturers.

Although the setback to workers at the LeBaron-Daytona plant in St. Louis involves a different federal retraining fund, officials there say the situation is related.

Chrysler and the UAW had requested money through the federal Trade Adjustment Assistance program, created to aid workers who have been displaced by import competition. The fund supplements laid-off workers' income by about $160 a week to enable them to learn new job skills.

But the Labor Department ruled the closing was the result of purely domestic industry competition and its workers were ineligible for trade adjustment assistance.

JTPA FUNDING IN SELECT RECENT AUTO PLANT PROJECTS

Plant/location	Amount state promised for worker training	Portion to be supplied in JTPA funds
Subaru-Isuzu Automotive Inc./Lafayette, Ind.	$71.9 million	$8 million
Toyota Motor Manufacturing USA/Georgetown, Ky.	$55 million	$6 million
Diamond-Star Motors Corp./Normal, Ill.	$39 million	$512,000
Saturn Corp./Spring Hill, Tenn.	$30 million	0

Source: *Automotive News* research.

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Senior Vice President, Marketing
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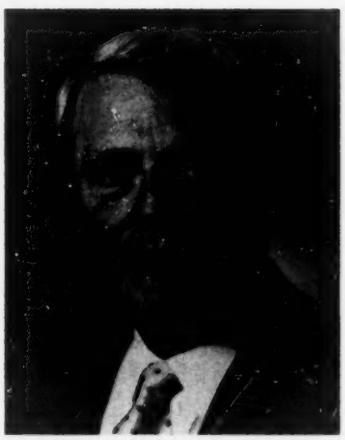

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INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Corp. (1990 models)						
Chrysler	$750-$2,000	2.9	7.9	7.9	10.9	July 31*
Dodge cars	$750-$1,500	2.9	7.9	7.9	10.9	July 31*
Dodge trucks	$500-$2,500	2.9	7.9	7.9	10.9	July 31
Eagle	$750-$2,000	2.9	7.9	7.9	10.9	July 31
Jeep	$500-$1,000	2.9	7.9	7.9	10.9	July 31*
Plymouth	$750-$1,800	2.9	7.9	7.9	10.9	July 31*

*Expiration date is Aug. 31 on Chrysler LeBaron, Dodge Shadow and Spirit and Plymouth Sundance and Acclaim. Expiration date is Sept. 30 on Jeep Cherokee Limited and Wagoneer Limited.

Ford Motor Co. (1989-90 models)						
Ford cars*	$700-$1,500	7.9	7.9	7.9	10.9	Aug. 8
Ford trucks	$600-$1,500	7.9	7.9	7.9	10.9	Aug. 8
Mercury*	$700-$1,500	7.9	7.9	7.9	10.9	Aug. 8
Continental, Mark VII	$1,500-$2,000					Sept. 26

*Mustang buyers can choose $1,000 rebate with no finance incentive or $700 rebate with cut-rate financing. Probe buyers can choose a $1,500 rebate with no finance incentive, $700 with cut-rate financing or no rebate and 2.9/7.9/7.9/9.9 financing. Tracer buyers can choose $1,500 rebate with no finance incentive or $700 rebate with 6.9/6.9/6.9/10.9 financing.

General Motors (1990 models)						
Buick	$500-$1,250*	7.9	7.9	7.9	10.9	Aug. 2
Riviera	$2,000	7.9	7.9	7.9	10.9	Aug. 2
Geo cars	$500-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet cars	$500-$1,400	7.9	7.9	7.9	10.9	Sept. 26
Geo tracker	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Lumina APV	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Cadillac	$1,500-$2,000					Sept. 26
Olds 88	$1,500 (in specified zones)	7.9	7.9	7.9	10.9	Aug. 2
Olds Silhouette	$1,250	7.9	7.9	7.9	10.5	Aug. 2
Olds Toronado	$2,500	7.9	7.9	7.9	10.9	Aug. 2
Cutlass Ciera	$1,000	7.9	7.9	7.9	10.9	Aug. 2
Pontiac	$750-$2,000**	6.9	6.9	6.9	10.9	Aug. 2
Trans Sport	$1,000	7.9	7.9	7.9	10.9	Aug. 2

*Based on option package selected.
**Dealers contribute $1,000 on Grand Prix in some areas.

General Motors (1991 models)						
Buick Regal Sedan	$500-$1,250*		7.9	7.9	7.9	Aug. 2
Chevrolet Camaro, Caprice	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet S10	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26

*Based on option package selected.

Hyundai (1989-90)	$500-$750					Sept. 4
Mazda (1990 models)						
323, Protege	$500-$750					Aug. 2
MX-6, 626	$500-$1,000					Sept. 5
Trucks	$750					Sept. 5
MPV	$500-$700 discount on option packages					Sept. 5
Mitsubishi (1990 models)						
Cars	$500-$2,000*					Aug. 31
Trucks	$750-$2,000*					Aug. 30

*Payments differ by regions.

Nissan (1990 models)						
Sentra, base pickup	$500-$1,000					Aug. 2
Peugeot (1989-90)	$1,000-$3,000					None
Sterling						
1989 models	$5,000					Sept. 30
1990 models		0.0	0.0			Sept. 15
Subaru						
Justy (1989-90)	$500-$1,000					Oct. 2
Loyale (1990)	$800-$1,200					Oct. 2
Suzuki (1989-90 models)*						
Swift	$400-$2,000					Aug. 2
Samurai	$1,000					Aug. 2
Sidekick	$1,000-$2,500**					Aug. 2

*Customer rebate or dealer rebate; dealer's choice.
**$3,000 in California.

Note: Some makers offer rebates to buyers of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

INCENTIVES

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1991 Escort they sell during the program. There is no sales qualifier for small dealers.

Also, Ford is offering $2,000 dealer cash on 1989 Taurus SHO and $1,000 on 1990 Taurus SHO models. It is also offering $500 on 1989 Ranger.

Ford is also offering dealer cash incentives on 1989 and 1990 Taurus (excluding SHO) and 1989, 1990 and 1991 LTD Crown Victoria until Aug. 8. If combined Taurus and Crown Victoria sales add up to one or two cars, the dealer receives no rebate. If the combined sales add up to three or four cars, the dealer receives $100 per car. Five to seven sales earn the dealer $300 per car, and eight or more bring the dealer $600 per car. The same program is in effect on Sable and Grand Marquis for Mercury dealers.

Puerto Rico and U.S. Virgin Island dealers will receive $400 per eligible Taurus and Crown Vic on each sale made to a resident of the 50 United States. Those buying on Ford's A, X and Z plans (employees, retirees and suppliers) qualify for $350 on eligible Taurus and Crown Vic models in addition to any other customer cash programs on those cars.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990 models)		
Grand Caravan, Grand Voyager, Town & Country	$500	July 17
Dodge Shadow, Plymouth Sundance	$750	Aug. 31
Ford Motor Co. (1990 models)		
Taurus SHO	$1,000	Aug. 8
Tempo	$250	Aug. 8
Topaz, Sable, Cougar	$300-$1,500, quota (only in New York, New Jersey, New England)	July 31
Town Car	$1,500-$2,500 based on number sold	Aug. 8
Continental Mark VII	$1,000-$2,000 based on number sold	Aug. 8
Ford Motor Co. (1989-1991 models)		
Taurus, Crown Victoria	$100-$600 based on number sold	Aug. 8
Escort	$200-$500, based on number sold	Aug. 8
Tracer	$200-$500, based on number sold	Aug. 8
Sable, Grand Marquis	$100-$600, based on number sold	Aug. 8
General Motors (1990 models)		
Buick Estate Wagon	$1,000	Aug. 2
Corvette	$2,000-$4,000 based on number sold	Aug. 10
Oldsmobile Cutlass Supreme, 88, Custom Cruiser, 98	$750-$1,250, based on number sold	Aug. 2
Pontiac Firebird	$500	Aug. 2
Audi (1990 models)		
100 Series	$1,500	Sept. 10
Hyundai (1989-90)		
Excel	$500-$750	Sept. 4
Sonata	$350	Sept. 4
Isuzu (1990 models)		
Pickup, Trooper	$700-$1,200, based on number sold	Sept. 30
Mitsubishi (1990 models)		
Cars	$200-$2,000*	Aug. 31
Trucks	$250-$750*	Aug. 31
Nissan (1990 models)		
Sentra, Stanza	$300-$1,500	Aug. 2
Trucks	$1,000	Aug. 2
Axxess	$1,000-$1,500	Aug. 2
Saab (1990 models)		
9000 Series	$1,500-$4,000, quota	July 31
Subaru (1990 models)		
Legacy	$1,500-$2,500	Oct. 2
Suzuki (1989-90 models)*		
Swift	$400-$2,000	Aug. 2
Samurai	$1,000	Aug. 2
Sidekick	$1,000-$2,500**	Aug. 2
Toyota (1989-1990 models)		
Tercel, Camry, Corolla	$200-$1,200, quota	Sept. 4
Trucks	$300-$1,400, quota	Sept. 4
Volvo (1989-90)	$200-$600, based on number sold	Aug. 31

*Quotas apply on Eclipse and 2wd pickups in some regions.

*Customer rebate or dealer rebate; dealer's choice.
**$3,000 in California

Note: Some makers offer rebates to dealers on sales of 1988 and 1989 models. Those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

Ford is offering $75 to $500 in salesperson incentives and $15 to $125 in sales manager incentives on 1991 Escort two-doors (excluding Escort GT) and on 1991 Explorers with manual transmission.

In regional incentives, Ford is offering a $2,000 rebate or financing as low as 6.9 percent on 1989 and 1990 Aerostars. The offer includes Massachusetts, Rhode Island, Connecticut, New Hampshire, Maine, Vermont and the New York state counties of Clinton, Essex, Franklin and Hamilton

Ford is also extending a special Tempo regional customer and salesperson incentive for residents of Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island and Vermont. Buyers of 1989 or 1990 Tempos in those states are eligible for a $900 rebate or financing as low as 7.9 percent for 12 to 48 months.

Salespersons who sell to residents of those states are eligible for a random draw cash incentive of $75 to $500.

Ford is also offering $1,100 or financing as low as 7.9 percent for 48 months on 1989 and 1990 Festivas in Alaska, Washington, Oregon, California and Hawaii.

Ford is offering up to $600 on 1989 and 1990 Taurus (excluding Taurus SHO) and 1989 and 1990 Probes in California depending on the number of units sold. The payments are not retroactive to the first sale.

Small dealers — 300 or fewer units annually — receive $300 per eligible Probe and Taurus sold during the period. Ford dealers in Puerto Rico and the U.S. Virgin Islands receive $400 for each Probe and Taurus sold to a resident or enterprise of California. Those buying under A, X or Z plans receive a $300 cash rebate in addition to any other consumer incentive on eligible Taurus and Probe models.

In addition, customers in California are eligible for a $1,250 rebate or financing as low as 7.9 percent for 48 months on 1989 and 1990 Probe.

As noted, Lincoln-Mercury dealers earn $200 to $500 on 1991 Tracers and $100 to $600 on 1989, 1990 and 1991 Grand Marquis and Sable, depending on the number sold.

The dealer incentive on the 1990 Town Car is $1,500 to $2,500. On 1990 Mark VII and Continental, dealers earn $1,500 to $2,000. Lincoln dealer payments depend on number of cars sold.

Ford Motor Co. has also extended its first-time buyer test-market program to Aug. 8. The program was scheduled to end July 9. Ford is offering first-time buyers who are residents of California, Texas, Florida, Massachusetts, Rhode Island, Connecticut, New Hampshire, Maine and Vermont a $500 cash rebate on 1989, 1990 and 1991 Tempo, Probe, Mustang, Escort, Festiva and Ranger.

The first-time buyer incentive can be used in addition to any other customer incentive available except the college graduate and Ford employee purchase programs.

The first-time buyer incentives are: Festiva, $900; Escort, $1,000; Tempo, $700; Taurus, $900; Thunderbird, $1,300; Crown Victoria, $1,000; Topaz, $700; Sable, $900; Cougar, $1,300; Continental, $1,500; Mark VII, $2,000.

Ford's truck rebates to consumers include: Aerostar, $600; Bronco II, $1,500; Bronco, $1,500; Ranger, $1,000; F-Series, $600; and Econoline/Club, $600.

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PRODUCTION

72,982 cars assembled in slack week

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

Last week's targeted domestic auto production remained low with several plants down for model changeover and vacation. Ford Motor Co. and Chrysler Corp. car plants were closed.

U.S. auto output of 72,982 cars was 7.82 percent more than the previous holiday week and 30.47 percent above the year-ago week.

Truckmakers estimated assembly of 41,552 units last week, 7.33 percent above the prior week and 6.94 percent above the 1989 week.

Companies split last week's estimated production as follows: General Motors, 66.64 percent; Honda of America Manufacturing Inc., 11.63 percent; Toyota Motor Manufacturing U.S.A. Inc., 6.03 percent; New United Motor Manufacturing Inc., 5.62 percent; Mazda Motor Manufacturing (USA) Corp., 5.49 percent; Diamond-Star Motors Corp., 3.84 percent; and Subaru-Isuzu Automotive Inc., 0.75 percent.

GM's Willow Run, Mich., and Van Nuys, Calif., plants remain idle until July 23.

Chrysler assembly plants closed last Monday for model changeover with the exception of the St. Louis No. 2 minivan plant and the Warren, Mich., truck plant.

The St. Louis plant will close at month-end for a four-week changeover to restyle minivans. The Warren facility closed June 25 for model changeover and is expected to resume output today.

Chrysler revised the changeover dates originally reported to *Automotive News* and listed on Pages 22-23 of this issue. The revised dates are July 9-20 for the Newark, Del.; St. Louis No. 1; and Sterling Heights, Mich., car plants and June 25-July 13 for Warren Truck.

Ford plants reopened today after a two-week vacation. As previously reported, the Dearborn, Mich., Mustang facility will remain closed an additional week for inventory adjustment.

Diamond-Star and Mazda returned to work last Monday after a one-week changeover.

Nissan closed it's Smyrna, Tenn., plant last week for changeover. It is scheduled to reopen July 23.

Canadian output tops year ago

Canadian makers scheduled 17,906 cars last week 44.51 percent above the prior week and 40.74 percent above the year-ago week.

Last week's estimated truck production of 10,092 was 16.21 percent above the previous week and 56.54 percent above last year.

Ford's Canadian workers returned today from a two-week vacation. Honda's Alliston, Ontario, plant resumed output last Monday after a one-week vacation shutdown.

Canadian production in the first half of this year totaled 543,033 cars, 4.12 percent above 521,536 in 1989. First-half truck output of 472,784 was 10.73 percent below last year's 529,626.

U.S. CAR	Week Ended July 14, 1990	Week Ended July 15, 1989	Week Ended July 7, 1990	to Date	Jan. 1 to July 14, 1990	Jan. 1 to July 15, 1989
Horizon	0	1,172	0	0	4,327	13,941
Sundance	0	0	1,157	1,157	43,433	64,561
Acclaim	0	0	1,607	1,607	55,549	70,752
Total Plymouth	0	1,172	2,764	2,764	103,309	149,254
LeBaron A	0	0	0	0	8,064	0
LeBaron J	0	0	898	898	26,823	55,273
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	0	0	961	961	24,535	57,496
Fifth Avenue	0	0	574	574	10,096	0
Imperial	0	0	122	122	16,672	0
Total Chrysler	0	0	2,555	2,555	86,190	115,715
Omni	0	1,078	0	0	4,078	15,169
Daytona	0	0	639	639	17,869	46,536
Shadow	0	0	1,428	1,428	50,731	61,412
Dynasty	0	0	1,707	1,707	63,416	83,278
Lancer	0	0	0	0	0	1,528
Spirit	0	0	1,018	1,018	51,364	60,292
Total Dodge	0	1,078	4,792	4,792	187,458	268,215
CHRYSLER MOTORS	0	2,250	10,111	10,111	376,957	533,184
Escort	0	0	0	0	107,890	169,288
Mustang	0	0	0	0	77,839	116,716
Tempo	0	0	0	0	71,767	81,238
Taurus	0	0	0	0	188,838	205,266
Thunderbird	0	0	0	0	63,234	88,353
Total Ford Div.	0	0	0	0	509,568	660,861
Topaz	0	0	0	0	27,026	37,232
Cougar	0	0	0	0	42,211	74,071
Sable	0	0	0	0	56,432	66,515
Total Mercury	0	0	0	0	125,669	177,818
Continental	0	0	0	0	31,032	37,593
Mark VII	0	0	0	0	12,540	13,265
Town Car	0	0	0	0	83,864	70,039
Total Lincoln	0	0	0	0	127,436	120,897
Total L-M Div.	0	0	0	0	253,105	298,715
FORD MOTOR CO.	0	0	0	0	762,673	959,576
Skyhawk	0	0	0	0	0	6,913
Skylark/Somerset	2,002	1,604	1,556	3,558	50,257	34,151
Century	1,603	2,774	1,309	2,912	38,604	69,787
Riviera	434	0	403	837	13,097	11,348
Electra/Park Ave.	2,368	0	1,043	3,411	20,477	43,308
LeSabre (fwd)	3,453	2,925	2,706	6,159	93,697	90,610
LeSabre (rwd)	0	39	0	0	4,022	4,027
Reatta	211	0	0	168	379	5,075
Total Buick	10,071	7,342	7,185	17,256	225,229	265,284
Eldorado	419	0	389	808	12,232	19,103
Seville	1,020	0	940	1,960	22,747	13,997
Brougham (rwd)	0	950	0	0	13,148	22,308
DeVille (fwd)	3,515	0	2,863	6,378	95,924	113,516
Allante	0	75	0	0	2,516	1,768
Total Cadillac	4,954	1,025	4,192	9,146	146,567	170,692
Cavalier	4,720	4,523	6,369	11,089	183,411	209,750
Camaro	0	0	1,504	1,504	36,760	64,591
Celebrity	0	0	0	0	0	70,349
Corsica/Beretta	6,220	4,326	4,498	10,718	156,574	229,395
Caprice	1,613	2,884	4,673	6,286	141,693	110,446
Corvette	560	560	455	1,015	13,497	14,853
Total Chevrolet	13,113	12,293	17,499	30,612	531,935	699,384
Calais	2,537	1,995	1,982	4,519	57,216	55,575
Cutlass Ciera	1,903	3,072	1,588	3,491	45,027	50,399
Cutlass Supreme	2,020	0	1,589	3,609	47,615	51,125
Toronado	227	0	222	449	9,491	4,845
88 (fwd)	2,639	817	2,285	4,924	59,943	85,849
88 (rwd)	0	265	0	0	1,214	4,972
98	1,019	0	1,397	2,416	32,798	41,993
Total Oldsmobile	10,345	6,149	9,063	19,408	253,304	294,758
Sunbird	0	0	3,223	3,223	83,181	81,176
Grand Am	4,140	4,808	3,863	8,003	113,753	139,811
Firebird	0	0	949	949	22,935	35,352
Grand Prix	3,273	0	2,592	5,865	66,188	69,565
Pontiac 6000	1,473	1,991	1,176	2,649	33,612	45,304
Bonneville	1,261	0	1,379	2,640	45,630	51,680
Safari/Parisienne	0	0	0	0	0	2,691
Total Pontiac	10,147	6,799	13,182	23,329	365,299	425,579
GENERAL MOTORS	48,630	33,608	51,121	99,751	1,522,334	1,853,697
DIAMOND-STAR	2,806	1,549	0	2,806	67,617	28,140
HONDA	8,490	7,033	0	8,490	230,743	204,887
Civic	1,820	2,534	0	1,820	63,422	69,798
Accord	6,670	4,499	0	6,670	167,321	135,089
MAZDA†	4,007	3,799	0	4,007	90,940	110,848
NISSAN	0	0	1,062	1,062	51,096	61,735
NUMMI	4,100	4,208	3,301	7,401	113,616	108,845
Corolla	2,000	1,778	1,654	3,654	56,913	43,776
Geo Prizm/Nova	2,100	2,430	1,647	3,747	56,703	65,069
SUBARU-ISUZU	549	3,490	420	969	13,894	64,116
TOYOTA	4,400	0	1,676	6,076	117,553	0
Total Cars, U.S.	72,982	55,937	67,691	140,673	3,347,423	3,925,028
Total Cars, Canada	17,906	12,723	12,391	30,297	573,330	542,467
U.S., Canada Cars	90,888	68,660	80,082	170,970	3,920,753	4,467,495
U.S., Canada Cars and Trucks	142,532	113,962	127,482	270,014	6,593,446	7,377,838

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended July 14, 1990	Week Ended July 15, 1989	Week Ended July 7, 1990	to Date	Jan. 1 to July 14, 1990	Jan. 1 to July 15, 1989
Monaco	283	0	372	655	5,804	0
Premier	1,023	0	679	1,702	4,893	22,370
CHRYSLER MOTORS	1,306	0	1,051	2,357	10,697	22,370
Tempo	0	0	0	0	69,481	72,675
Topaz	0	0	0	0	25,040	30,827
Crown Victoria	0	0	0	0	64,122	68,779
Grand Marquis	0	0	0	0	56,568	74,446
FORD MOTOR CO.	0	0	0	0	215,211	246,727
Celebrity	1,185	1,129	1,058	2,243	18,415	13,606
Cutlass Ciera	2,490	2,458	2,213	4,703	49,348	90,875
Lumina	5,412	5,077	3,907	9,319	123,856	70,863
Regal	3,388	1,773	2,381	5,769	50,669	42,208
GENERAL MOTORS	12,475	10,437	9,559	22,034	242,288	217,552
HONDA	2,150	1,581	0	2,150	55,964	44,035
HYUNDAI	745	0	569	1,314	11,181	0
TOYOTA	1,050	525	1,068	2,118	33,096	6,956
VOLVO	180	180	144	324	4,893	4,827
Total Cars, Canada	17,906	12,723	12,391	30,297	573,330	542,467

U.S. TRUCK	Week Ended July 14, 1990	Week Ended July 15, 1989	Week Ended July 7, 1990	to Date	Jan. 1 to July 14, 1990	Jan. 1 to July 15, 1989
Caravan	2,100	1,661	1,751	3,851	63,102	62,196
Dakota	0	0	0	0	37,664	54,919
Caravan C/V	50	0	108	158	3,967	4,518
Ram pickups	0	0	0	0	55,682	55,023
Total Dodge	2,150	1,661	1,859	4,009	160,415	176,656
Cherokee	0	0	0	0	90,190	122,181
Comanche	0	0	0	0	4,241	16,753
Grand Wagoneer	0	0	0	0	3,770	6,279
Wagoneer	0	0	0	0	2,185	4,987
Total Jeep	0	0	0	0	100,386	150,200
Voyager	1,800	1,512	1,419	3,219	59,102	58,813
Town & Country	25	147	25	50	1,998	1,825
Total C-P Div.	1,825	1,659	1,444	3,269	61,100	60,638
CHRYSLER MOTORS	3,975	3,320	3,303	7,278	321,901	387,494
Aerostar	0	0	0	0	107,019	127,712
Bronco	0	0	0	0	28,342	43,085
Bronco II/Explorer	0	0	0	0	88,084	69,685
Econoline	0	0	0	0	103,662	129,119
Mediums/Heavies	0	0	0	0	28,441	34,992
Light trucks	0	0	0	0	241,272	292,860
Ranger	0	0	0	0	153,522	183,701
Total Ford Div.	0	0	0	0	750,342	879,154
FORD MOTOR CO.	0	0	0	0	750,342	879,154
Astro	2,788	2,962	1,521	4,309	65,473	92,245
Blazer	378	665	301	679	9,665	0
Lumina APV	1,968	0	1,609	3,577	54,695	15,779
Mediums/Heavies	333	296	357	690	4,473	1,887
P-Model	591	768	528	1,119	14,419	20,041
Pickups	7,563	6,882	4,460	12,023	224,670	222,128
S-10	4,658	5,136	4,147	8,805	129,595	149,220
S-10 Blazer	3,807	3,890	3,237	7,044	47,846	107,949
Sportsvan/Van	0	1,482	1,172	1,172	37,788	54,374
Suburban	1,490	1,905	1,203	2,693	37,778	44,048
Total Chevrolet	23,576	23,986	18,535	42,111	626,402	707,671
Jimmy	86	189	80	166	3,029	4,679
Mediums/Heavies	483	442	331	814	4,680	2,412
P-Model	109	173	26	135	1,707	2,720
Pickups	2,321	3,580	3,476	5,797	85,875	66,427
S-15	1,190	1,003	537	1,727	30,018	34,614
S-15 Jimmy	1,433	947	960	2,393	16,537	30,040
Safari	972	777	1,387	2,359	25,137	23,937
Suburban	855	672	715	1,570	18,768	17,257
Vandura/Rally Vans	0	1,016	777	777	14,129	14,867
Total GMC	7,449	8,799	8,289	15,738	199,880	196,953
Olds Silhouette	1,293	0	981	2,274	21,274	0
Pontiac Trans Sport	1,160	0	876	2,036	30,007	0
GENERAL MOTORS	33,478	32,785	28,681	62,159	877,563	904,624
NAVISTAR	0	0	0	0	39,919	45,126
NISSAN	0	0	2,618	2,618	81,684	65,298
SUBARU-ISUZU	649	0	664	1,313	14,064	0
AM GENERA*	450	450	450	900	12,240	12,240
MISCELLANEOUS*	3,000	2,300	3,000	6,000	81,600	76,300
Total Trucks, U.S.	41,552	38,855	38,716	80,268	2,179,313	2,370,236

CANADIAN TRUCK	Week Ended July 14, 1990	Week Ended July 15, 1989	Week Ended July 7, 1990	to Date	Jan. 1 to July 14, 1990	Jan. 1 to July 15, 1989
Caravan	0	0	0	0	82,709	80,624
Caravan C/V	0	0	0	0	5,610	7,048
Ram Wagon	376	0	479	855	14,620	15,578
Ram Van	1,532	0	1,081	2,613	35,291	39,800
Total Dodge	1,908	0	1,560	3,468	138,230	143,050
Voyager	0	0	0	0	65,751	71,727
Total Plymouth	0	0	0	0	65,751	71,727
Wrangler	1,354	0	1,653	3,007	33,104	44,644
Total Jeep	1,354	0	1,653	3,007	33,104	44,644
CHRYSLER MOTORS	3,262	0	3,213	6,475	237,085	259,421
FORD MTR (lt. trks.)	0	0	0	0	77,241	89,294
Light trucks	3,460	3,211	1,915	5,375	93,300	89,885
Vans	1,350	1,169	820	2,170	28,714	36,690
Total Chevrolet	4,810	4,380	2,735	7,545	22,014	126,575
Light trucks	1,420	1,545	1,874	3,294	38,805	40,146
Vans	600	522	862	1,462	12,959	18,072
Total GMC	2,020	2,067	2,736	4,756	51,764	58,218
GENERAL MOTORS	6,830	6,447	5,471	12,301	173,778	184,793
NAVISTAR	0	0	0	0	5,276	6,599
Total Trks., Canada	10,092	6,447	8,684	18,776	493,380	540,107
U.S., Canada Trks.	51,644	45,302	47,400	99,044	2,672,693	2,910,343

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.